

STAGE and SCREEN

EDITED by The PARISH TWINS

Hoaxing the Newspapers Hollywood Rage for 1929

BY MOLLIE MERRICK.
(Special Dispatch to The Constitution and The North American Newspaper Alliance.)
HOLLYWOOD, Cal., Dec. 7.—Where do we stand in Hollywood? It's becoming more and more difficult to tell. Hollywood the Golden has a new trick up its sleeve. Weary of all other diversions it has now set about a concerted campaign to bamboozle the press. And that leaves some two hundred and seventy-five reporters, columnists and feature writers of various sorts wondering.

Fake engagements have been the order of 1929. The year just passing into history has been fraught with romances designed to bring the parties into closer touch with the public—through the publicity achieved—if not into closer touch with each other.

The publicity engagement rumor has been one dodge. Bessie Love had one of these. A mysterious and soulful one in Chicago who rang her of evenings on the long-distance telephone and got all the members of the party agog with the idea of romance blossoming in their midst.

Because of the manufactured quality of some news, suspicions of all types are being thrown at any and all news that comes up. Clara Bow and Harry Richman are one day announced engaged by the colony; the next day this is branded a hoax. This week the hoax defenders seem to have their innings.

Those who sniffed at the idea of a permanent romance between Alice White and Sid Bartlett seem on the inside track. Now the same comes a defender who thinks that this is genuine sentiment and that the familiar word "publicity" has nothing to do with it.

Because Bebe Daniels and Ben Lyon didn't marry the moment they announced their engagement, they were thrust in the phoney class. Ben Lyon's engagement to Marilyn Miller had just been broken. He had worked so long on "Bebe's Angel" that the world was beginning to forget that once upon a time a handsome young chap named Lyon was a uniform devastatingly in a silent picture and threw hot eyes at Pola Negri. The picture wasn't so good. The set-apart was great. As the village cynic said, "The story is saved by a neck."

That was Ben Lyon before Howard Hughes decided that the picture of a picture that has been three years in the making.

Bebe Daniels was then on the outside with the studio that had fostered her so many years, and was beginning a talking and singing career.

What better than publicity engagement to keep both young things constantly in the limelight? This is the line of reasoning offered by those who pronounce this romance just another hoax.

When a veritable stampede of press followed Ina and Jack Gilbert's recent announcement that they would occupy two houses instead of the one in which they had been living the majority of the fourth estate were so doubtful of the manner in which the story was launched that they said "who cares?" and many of them wrote nothing at all about it, which is really the most unkind thing anyone can do to a star and a starlet in Hollywood.

Good or bad, print's the thing. When newspapers sent out word, please could they have a picture of the carpenters and brick masons working on the Gilbert house, one of the studio representatives said: "Mercy, now I'll have to dig up some bricklayers and carpenters."

"Dig them up! I thought they were there. I thought that was the reason for the separation."

A little confused laugh, and: "Well, we'll have to find some professional-looking ones. They are just neighborhood laborers. They wouldn't do in a picture."

And on that frail evidence stands the whole structure of the seriousness of the Claire-Gilbert dispute. They may be back together before this is put into print. They are still having difficulties and controversies. But their clash is due to temperament and not to the noise-making proclivities of the local artists.

For months now two rumors have been circulating persistently through the village. One, that the just-married Nick Stewart was married, didn't get a bite. The local press is weary of sending men to out-of-the-way Green's, hunting for marriage licenses issued to cinema folk under their home names. In this case Eva denny Keifer had married. Nick Stewart, for that, my children, is the unfortunate story of Sue Carol and Nick Stewart on the marriage license records.

At that, the brunette beauty has managed to do something most girls have not done. She has been married, had her first quarrel and almost got to her divorce—(I nearly said first divorce)—while still a single girl so far as the public knew.

When she had her first tiff with Nicolae Pratza, really friend husband, she began a campaign with George O'Brien and spread the story that he was mad about her, for all the village to hear. Of course this was just to get friend husband and Olive Borden furious. In the ensuing melee one of the marriage witnesses said: "She isn't engaged to George O'Brien because she's married to Nicky."

If a director is interested in obtaining a certain actor for a role he frequently approaches the actor or his producers and begins bargaining. Then he apparently loses interest in favor of someone else. This choice gets tests, is publicized as the favorite for the role and generally accepted as the player to be starred. Which quite often brings the first actor or his managers to time on the money question.

By the time they have read and read that a rival is to have the most coveted role in the village—"one for which so-and-so was at one time considered"—they burn up to think they were rejected in favor of a lesser actor, and are all ready to talk sense when the moment comes actually to sign the contract.

It's childish, it's quaint, it's cunning and it works. Not only this month and this week, but all the

High Lights of the New Fox



Pathe Puppeteer Makes Own Dolls

Sue Hastings, whose marionettes enact Pathe's "Santa's Toy Shop," a musical novelty production, not only directs her own puppet show, but makes the marionettes as well. She models the figures in plasticine, makes casts for the heads and paints them, constructs miniature stage sets, designs and sews the costumes, strings up a puppet, conducts a rehearsal, or is the changeable voice behind the star parts.

Speaking of her work, Miss Hastings says: "Securing good material isn't the least of my worries. The actors who work the puppets must have very clever fingers. Manipulating the puppet strings is like playing a harp. Then they must be able to run the gamut of character. A woman, for instance, may have to take the part of a gushing, high-pitched voiced debutante and then switch to the deep throaty voice of a witch. The marionettes are no exception. Some people may think I spend a lot of time over dolls. Marionettes are more than dolls. They require a deal of patience to make. Every little wooden figure, after it is hand carved, is weighted and jointed and attached to dozens of strings to make it capable of every human movement. Then it has to be painted for expression. The miniature stage has to be equipped with lighting effect arranged just as in a large theater."

Auditorium Week Tomorrow

The Freiburg

"PASSION PLAY"

Nights 8
Mat. 2 p.m.

Georg Fasnacht, Jr., as "Christus"
Georg Fasnacht, Sr., as "Judas"

—By the Freiburg Players
Direct From Freiburg, Germany—
The Spoken Drama in English
"The World's Most Sublime Spectacle"

Organ Described Despite Early Morning Shake-Up

Diminutive Organist Lauds World's Biggest Console.

BY IRIS WILKINS.
Organist New Fox Theater.

The telephone rang. "Hello, hello," said a sleepy, muddled voice (mine). "HELLO!" boomed a cheery voice on the other end of the wire. (I open one sleepy eye and glare at the clock. 7:20! It roars and several exclamations point.)

(See topmost cartoon—Eds.)

"We want you to write a story about the organ at the new Fox theater that the layman can understand," continued the early morning disturbance—one of those voice-with-a-smile affairs that can bring out a manslaughter complex, that you never knew you had. I've known of cases where people went stark mad over one of those toothpaste smiles at 7:20 o'clock in the morning!

"What?" I gibber, fencing for time as the other eye opens.

"A story—you know. You're going to play the organ at the new Fox theater, aren't you?"

"I am if I live through THIS!"

"Well, we want it right away—say in half an hour." And with the latter crack, I promptly faint dead away, coming to myself a few moments later to cogitate violently.

Imagine this "happy" assignment when one isn't even awake, no breakfast has been consumed, the window hasn't been closed yet, and the early morning breeze is whizzing in right from the snow-capped peaks of the Alps. (Several more exclamations point.)

I revive in a few moments, conscious of the foregoing, and during my retrospection the Atlanta sun noted for its warmth and perseverance, breaks through the clouds cheerfully. I get the darn window closed. Have some coffee and, in still another few seconds I, like Old Sol, am warming up to my own pleasant task, with the manslaughter instinct all died down. So here I sit with a maze of notes on the largest and finest theater organ ever designed!

(Consult center comic—Eds.)

Where to begin is now my chief worry in the task that confronts me. The console, the "stops," the organ chambers, the mass of complexities known as "effects," the pedals, the number of tabletures—all these have to be explained in a way that will be explained how to swim: "Give yourself a push, fall in, and there you are. Ya GOTTA swim."

Take for instance the size of the console, that is the "desk" where the player sits and actually plays; it is 10 feet wide and 7 feet high—the largest console ever designed. Indeed, it is a thing of beauty and will certainly be a joy forever. It gleams in golden radiance, conforming with the architecture of the theater. Placed as it is on an elevator, it sails up in majestic grandeur which will be visible from every seat in the huge auditorium.

The organ as an instrument is designed to be a duplicate of a grand orchestra and the builders of the Fox theater Moller organ, to approximate this effect to its fullest, have included six sets of "violins" known as "strings"; there are five sets of flutes, five sets of horns, three sets of trumpets, three sets of saxophones, three sets of trombones, and three sets of the nearest reproduction of the human voice, the subtle, lovely and truly beautiful "vox humana."

Then there are oboes, clarinets, and a stop peculiarly known as "tinny" and known as a "kinnara." It is a high, nasal-sounding affair suitable for oriental music. There are tom-toms, tamboras, post horns, and chimney flutes. (No, Elmer, you don't only play chimney flutes on Christmas eve. My! My! How that child can ask questions!)

There are harps and marimbas; there are songbirds and sirens—TVO sirens in case of fire effects!

Does this sound like a large order? Really, I've only begun.

There is a complete set of drummers' traps as you see in the finest and biggest orchestras. There are three sets of trap drums, first a muffled drum, a loud roll, and a drum tap. This is, of course, augmented by bass drums to "match" with cymbals and triangles. There are tom-toms, tambourines, xylophones, bells, Chinese wood-blocks, Chinese gongs, castanets, and Persian cymbals. There are three sets of chimes; there are church bells, sleigh bells, cow bells—ANY kind of bell that you can think of. And without intending to be the least bit facetious, there is a FORD horn and an AUTO horn. Show 'em! I'll show it to you if you would like to see it—printed right there on two key tabletures.

And speaking of those key tabletures, how many do you think there are laid out there in beauty of design and in different colors, making quick identification easier? There are 285! This makes possible any group of combinations on any of the four manuals—or to the layman—"keyboards." Two hundred and eighty-five "stop" keys to keep separately in your mind, two and a half octaves of pedals to play all your bass notes—(Remember hearing the boy with the big bass horn or the bass fiddle playing "ZOOM," "ZOOM" in the orchestra? Well, all the organ "ZOOMS" are zoomed with either your left or right FOOT, never with your hands.)

(Watch Iris pound away in the bottom cartoon—Eds.)

I suppose I will think of about a dozen other things that I know would have been of interest to you, but all I've had this beautiful morning—California can't brag about sunshine if this is an example of Georgian-hospitality—sun—is one cup of coffee and the energy to pound out the foregoing on this machine. Breakfast will be here any minute and—

Yes, here it is. See you Christmas at the opening... Good-by...

It takes from 10 to 20 years for most trees to grow to be 20 feet tall.

DEKALB

MONDAY, TUESDAY AND WEDNESDAY SEE AND HEAR

"NOAH'S ARK"

A VITAPHONE TALKING PICTURE

Thursday, Friday An All-Talking Picture in "The Dance of Life"

Saturday Ken Maynard "Somewhere in Sonora"

ERLANGER

WEEK STARTING TOMORROW (MONDAY) NIGHT

ATLANTA'S PLAYHOUSE BEAUTIFUL MATINEES WED. AND SAT.

BEYOND ANY DOUBT THE FINEST MUSICAL COMEDY PRODUCTION AND THE GREATEST COMPANY OF PRINCIPALS, CHORUS AND DANCERS SENT TO ATLANTA IN MANY YEARS

GEORGE E. WINTZ presents

"The VAGABOND KING"

Music by FRIML

Cast of 100. Superb Touring Orchestra.

63 WEEKS AT THE CASINO THEATRE, NEW YORK
32 WEEKS AT THE GREAT NORTHERN, CHICAGO
74 WEEKS AT THE WINTER GARDEN, LONDON

PRICES: NIGHTS.....\$2.00, \$2.50, \$3.00, \$1.50, \$1.00, 50c
WEDNESDAY.....\$2.00, \$1.50, \$1.00, 50c, 25c
SATURDAY MATINEE.....\$2.50, \$2.00, \$1.50, \$1.00, 50c

SEATS AT ERLANGER BOX OFFICE AND AT PHILLIPS & CREW

SEATS NOW

PRICES: \$2.00-\$1.50-\$1.00-50c. Mat. Sat. 2 P. M.

Reduced Rates on All Railroads

LOEWS CAPITOL

35c
THRU 6 P.M.

STARTS TOMORROW

MARY NOLAN

SHANGHAI LADY

Foot-loose beauty in the dens of the Orient!

man's toy... She was white and scoffing at virtue. An All-Talking Dramatic Sensation On the Stage

5-BIG LOEW ACTS-5

Headed by—
The Popular Edison-Phono Artist
SIGNOR FRISCOE
And His Famous Guatemalan Ensemble

JOE DARCEY
"America's Black-face Singing Comedian"

WILL J. KENNEDY & CO.
In a Great Comedy Skit "FINCH ME"

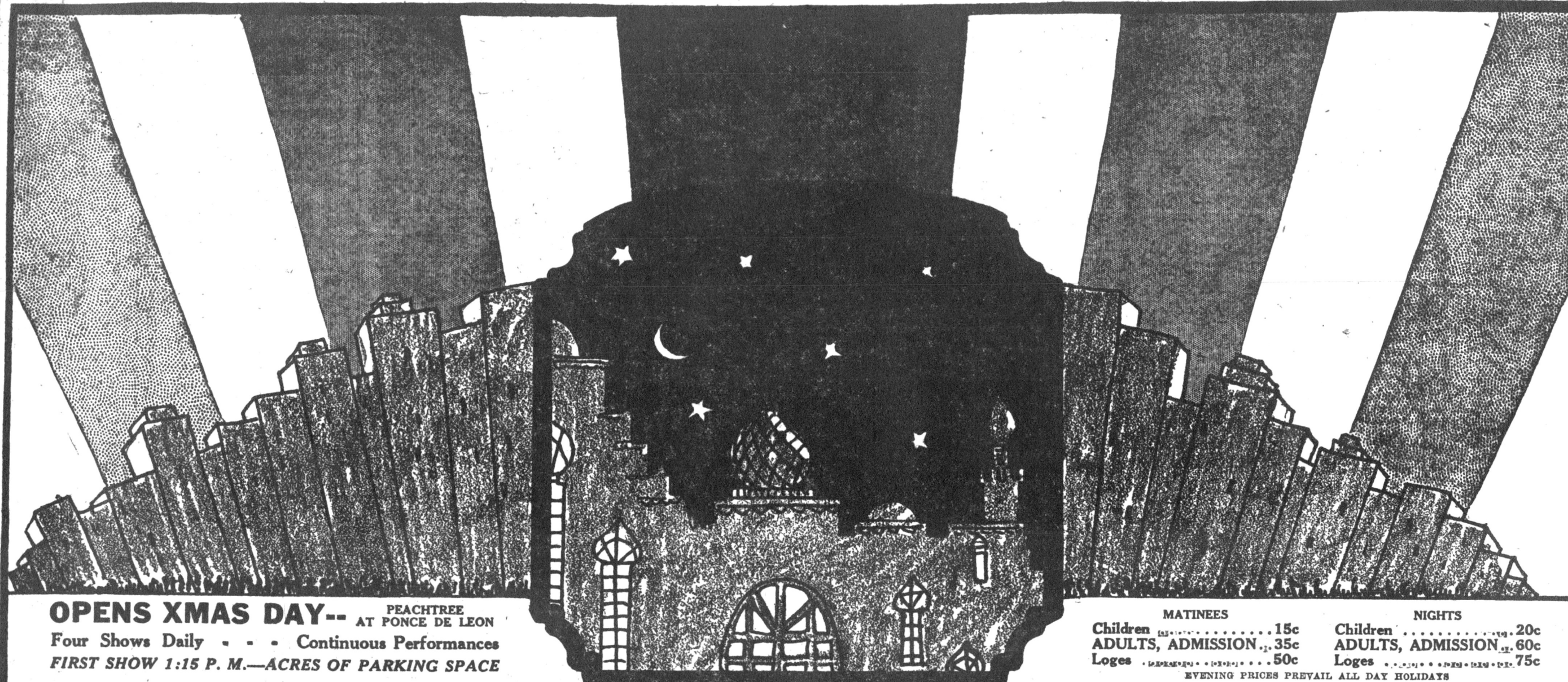
3 RAH RAH GIRLS
ANN DEAN — DOT NARVELLE — ANN MASON

Bob & Margie Dupont In "Watch the Apple"

M. G. M. Comedy **CHARLIE CHASE** in "Stepping Out"

Hear and See **METROTONE NEWS**

Visit Loew's Atwater Kent Radio Show



OPENS XMAS DAY-- PEACHTREE
AT PONCE DE LEON
Four Shows Daily . . . Continuous Performances
FIRST SHOW 1:15 P. M.—ACRES OF PARKING SPACE

MATINEES		NIGHTS	
Children	15c	Children	20c
ADULTS, ADMISSION	35c	ADULTS, ADMISSION	60c
Loges	50c	Loges	75c

EVENING PRICES PREVAIL ALL DAY HOLIDAYS

GALA INAUGURAL PROGRAM

"SALUTE"

An all-dialog Fox Movie-tone packed with thrills, love interest, action. Two brothers, one a West Point Cadet; the other an Annapolis Midshipman, rivals in love and athletics.

The Army-Navy football game . . . barrack room life . . . drills . . . plebes . . . laughs . . . heart throbs . . . music.

See and hear it all in "Salute," a picture you'll enjoy.



WILLIAM FOX
ALL TALK presents ALL FUN

SALUTE
with
GEORGE O'BRIEN
HELEN CHANDLER



FOX MOVIE-TONE NEWS

"It Speaks For Itself"

—and shows you what's doing 'round the world.

Also

AN ANIMATED CARTOON

In Sound

That'll Make You Laugh Out Loud

ON THE LIVING STAGE Fanchon & Marco's "BEACH NIGHTS" IDEA

With THE KITAROS, ART HADLEY, DAVIS & LA RUE and the Sunkist Beauties . . . Forty-two people augmented by a dance chorus of twelve pretty Atlanta girls.

The first of the Fanchon & Marco "Ideas." A new one every week. Songs and Dances . . . Mirth and Merriment . . . Forty minutes of Fun and Frivolity . . . You'll enjoy them immensely!!

5000
DELUXE
SEATS

DOORS
OPEN
12
NOON



DON and IRIS WILKINS

DON

Master of Ceremonies and leader of the 18-piece Stage Band . . . lending zest to every program and increasing your enjoyment of each show.

IRIS

The world's greatest woman organist at the console of the world's wonder organ. Her music is just another thrilling treat that awaits you at new Fox.

THE FOX GRAND ORCHESTRA Under the Direction of ENRICO LEIDE

—offering symphonic overtures with choral accompaniment. During opening week "This Shrine of Beauty," a special adaptation of Edward Elgar's "Pomp and Circumstance" will be played and sung. Arrangement by Mr. Leide; lyrics by Ernest Rogers.

FOR YOUR PLEASURE

Let this slogan guide you to better entertainment every week in the year . . .

"There's a Fine Show at the Fox"

A complete change of program every Monday with new pictures, new stage acts, new music, new dances, new songs . . . and ever a determination to charm and delight you.

ATTEND REGULARLY!

WILLIAM FOX, DESPITE MILLIONS, IS "REGULAR FELLOW"

MAGNATE KEEPS SLEEVES ROLLED HIGH, EVEN TODAY

Story of Rise From Humble Origin Is Story Too Unbelievable for Fiction.

Who is William Fox? What drama lies behind the life story of this man, who, in a few short years, has risen from a penniless youth to the undisputed leader of the motion picture industry? Fictionists would not dare use his life as the basis for a story. It would seem far too unreal. It would be too saturated with facts, with reality, with truth that lies beyond the pale of fiction. William Fox stands today cynosure of all eyes. Owner of one of the world's largest chains of theaters, owner of the producing company that is turning out one, box-office record-smashing picture after another—one of the most popular conceptions of a captain of industry—cold, relentless, driving. He is none of these. He is a direct contradiction of how the world believes the inner man must become when the outer man achieves amazing material success.

Inauspicious Start.

There was a time when figures worried William Fox—small figures. Now they do not mean so much. They may be arrayed with serried ciphers, separated by commas, but they are details for the accounting department. In the beginning hundreds mattered; now millions fail to inspire awe. In 1903 his savings and what he could borrow totaled \$1,000, and he rented a 100x200-foot store in Brooklyn, intending to fill it with 140 chairs with that many customers for his moving picture show. Very weeks followed. It took a Coney Island ballroom to interest the neighborhood. Mr. Fox rolled up his sleeves and did most of the work himself.

The following year he acquired a more pretentious place at 107th street and Lexington avenue. He was on his way to becoming a figure in the movie business—but he kept his sleeves rolled up.

The sleeves still are. A short time ago Fox walked into his office on the fifth floor of the Fox theater in New York and announced to waiting newspapermen that he had acquired another theater circuit—the Poli group of 18 in Connecticut and Massachusetts. His sleeves were up; he wore no coat; he had a cigar in his mouth, and he sat down in the group as though they were old chums.

No Impressive Air.

Then he began to read figures from a typewritten sheet. The Poli circuit brought the Fox theater holdings up to 285, with a seating capacity of 335,000, a weekly income of \$700,000, and an appraised valuation of \$200,000,000.

Figures can get to the point where they almost cease to have meaning to the ordinary mind, but these were impressive because they could be compared with that \$1,000 start 25 years ago.

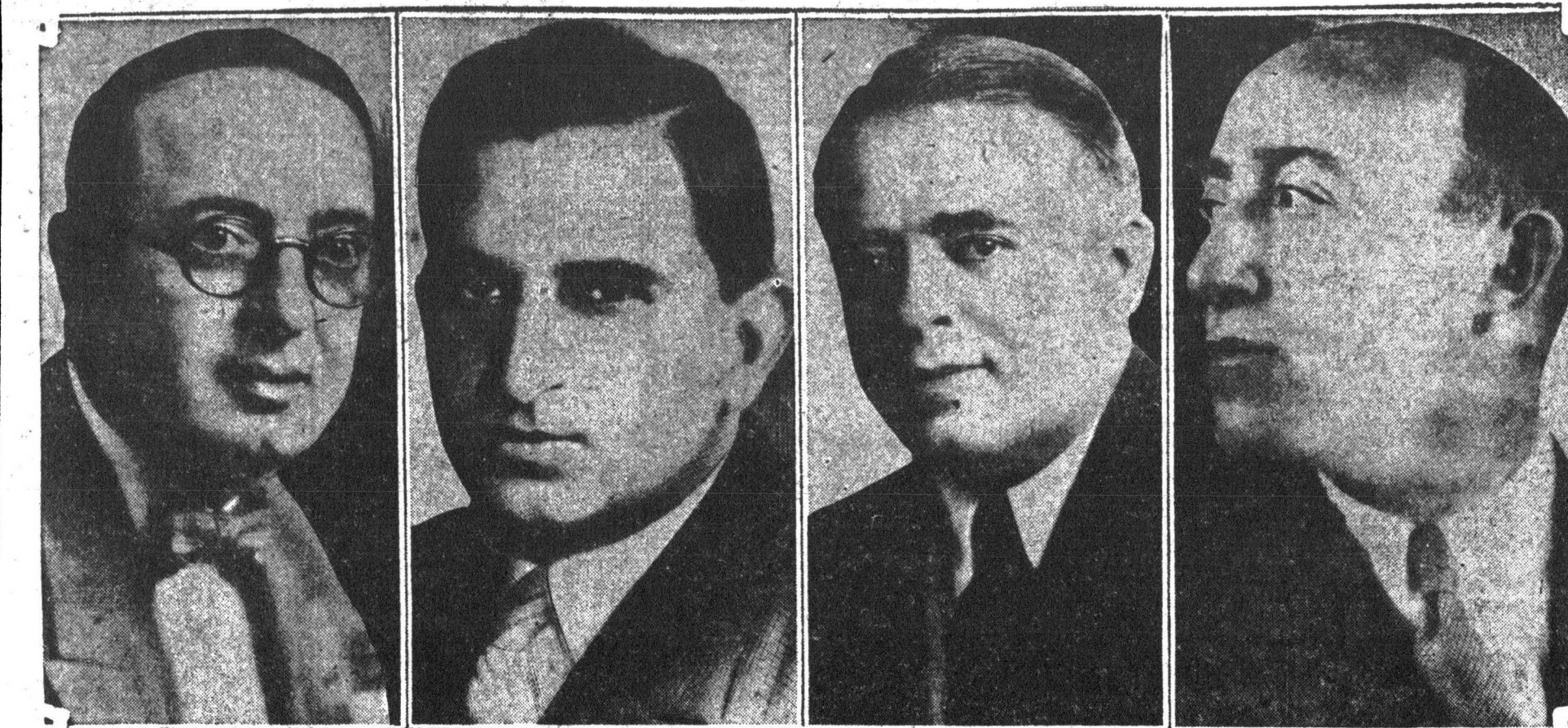
Mr. Fox was impressive without trying to be so. There was no air of the millionaire about him. He was just announcing the passing of another milestone in a career that has been filled with them. It wasn't a goal; it was another way station on his route. Fox was almost casual. Not so many years back his ambition was to keep his family from starvation. Having accomplished that, he started toward broader horizons. He gets a deep satisfaction out of each new achievement.

Son of Immigrant.

Already his theater organization is the largest, with one possible exception, in the world. His picture production organization is second to none. He could organize an army division from among his employees.

Put into narrative form, his life story would be a masterpiece of fiction.

Men Who Direct Destinies of Fox Enterprises



Directing geniuses in Fox Theaters and leaders in the moving picture world. These four men are responsible for the stupendous growth of the Fox Theater enterprises from coast to coast. They are, from left to right, Howard Sheehan, vice president Fox Theaters, western division; Winfield R. Sheehan, vice president Fox Theaters, Inc., and William Fox, president Fox Film Corporation and chairman of the board Fox Theaters, Inc.

seeming east side of New York, where Governor Alfred E. Smith and Mayor Jimmy Walker got their start, William Fox began his career as the son of an Hungarian immigrant who was having difficulty trying to support his large family. He helped the family income by peddling papers; he sold shoe polish which his father made in the kitchen. At 15 he saw the necessity of contributing more to the family support. Things were not going well. He applied for a job as a cloth sponger. To get it he had to work a week for nothing.

"With two other men, I took all the money I had in the world and we bought a very small theater at 700 Broadway, in Brooklyn. It didn't even have a name. We charged 5 cents admission, and when the theater was full we had \$7.30 in the box office."

"When I first announced that I was going to show motion pictures there I was put down as the craziest man in the city. 'Imagine,' I heard on all sides, 'he thinks he can make us believe pictures can be made to move.'"

Movie House "Salted." When the place was bought it was packed with patrons. Foolishly, Fox had telephoned ahead for an appointment and had mentioned the fact he wanted to purchase the place. The first week showed the place had been "salted" with non-paying customers. Sixteen hundred dollars seemed about to vanish into thin air. The career of a movie exhibitor seemed due to be nipped in the bud. But it wasn't.

Getting films for the Fox theaters early became a problem, and the Greater New York Film Rental Company was organized, which functioned from 1904 to 1913. It was not plain sailing.

In 1913 he organized the Fox Office of Attractions Company, and rented films to both the Fox theaters and to other independents. At first many of them were two-reelers. The variety grew with the development of the business. Mr. Fox had been a "gallery god" from boyhood in the 10, 20 and 30-cent theaters where stock companies held forth, and this gave him an uncanny sense of what the public wanted to see.

Plans for picture production went on apace. Winfield R. Sheehan made a tour of the world to establish branch offices. J. Gordon Edwards, who had been stage director for Fox at the Academy of Music, went to Eu-

rope to get the latest ideas in picture making.

When everything was in readiness, a studio was rented at Fort Lee, N. J., and there the first Fox picture, "Life's Showdown," was made.

While making "The Saint," a Miss Theodosia Goodman, of some stage experience under the name of De Coppert, applied for a part. Powell was impressed. The next day he took her with the company to work in exteriors at the Petit Trianon, Lake Ronkonkoma, Long Island.

When the casting of "A Fool There Was" began, Valdesa Suratt, Madeline Travers and Virginia Pearson, all of whom appeared later in Fox pictures, were considered for the vampire role. Powell demurred, and presented the unknown Miss De Coppert. He evolved for her the name of Theda Bara, under which she was to attain world fame. "Theda" being an obvious contraction of Theodosia, while "Bara" was derived from a relative's name of Barranger.

Fox production expanded prodigiously. He gambled with a daring that amazed his competitors. It was only a short time after he began picture-making that he signed a contract with Annette Kellermann, the famous swimmer, to star in a picture called "A Daughter of the Gods." The cost of this picture, \$700,000, and the advertising campaign behind it started the picture-making world. Fox followed it with another big production, "The Honor System."

In 1915 the Fox Film Corporation was formed. Exchanges were organized in Canada, Australia, New Zealand, South America, and France. More pictures began to add fame to the Fox name. William Farnum starred in Dickens' "A Tale of Two Cities," and it became a classic. "Cleopatra," "Les Miserables," "Salome," "If I Were King," "The Spy," "Jack and the Beanstalk," "Aladdin and the Wonderful Lamp," "Du Barry," "Checkers," "Evangeline" and "Ali Baba" followed.

Producing pictures is in itself a strenuous business, but that is only one branch of Mr. Fox's activities. As picture companies have grown larger, giants have battled for theater outlets. The strategy has been as keen, cruel and swift as that on a battle front. Some have fought with spectacular fanfare; many have dropped out of the contest, but Fox has gone on quietly picking up a theater here and there, developing his producing organization into a sensational success and waiting for chances.

Newton, Fox District Manager Is Former Atlanta Resident



R. T. Newton, who, as district manager, will be the active directing head of the new Fox theater.

R. T. Newton, division manager of the new Fox theater, which opens Christmas Day, is a former Atlanta boy who has enjoyed a steady rise in the theatrical world. Ten years ago he was connected with the S. A. Lynch Enterprises here as booking agent. Following that he has held various other positions of responsibility, including that of office of assistant general manager of a chain of over 300 theaters in the New England states. About two years ago he joined the Fox theaters as district manager in Pasadena. These he managed so well that when the selection of a manager for the new Fox theater here came up for consideration Mr. Newton's name was the only one considered.

Boss of Ushers Gets Full Share Of 'Fan Mail'

Even the usher boss receives "fan mail"—providing he is good looking, like R. J. (Bob) McHale, personnel director at the new Fox theater, which opens for its premiere show Christmas Day at Peachtree and Ponce de Leon. Following the printing of the first picture in the Atlanta papers two weeks ago Bob's mail has

been heavy. Most of the sweet young things want to exchange photographs with him and many of them want to engage in regular correspondence. Bob says that to comply with all these requests he would be compelled to hire a secretary. As director of ushering personnel, McHale has charge of the training of all of the thousands of ushers and doormen in the entire Fox organization from coast to coast. He has been in Atlanta for the past four weeks, during which time he has installed into the minds of the corps of 55 ushers and doormen that have been hired to handle the crowds at the Fox, a thorough knowledge of their duties. Simmered down, Bob tells 'em that their duties are to find every patron

President of Fox Theaters Began Life as Office Boy For 'Melodrama Kings'

Rise of Harold B. Franklin Reads Like Alger Tale of Boyhood Grit Rewarded.

Poor boy—keep on trying.

Earnest boy—keep on plugging. Every boy—romance still lives; ambition is rewarded; perseverance wins, and there is just as much chance today as there ever was.

For example, Harold B. Franklin, president and general manager of the Fox West Coast theaters, a poor boy who came from a menial position to the center of interest in the theater world.

Harold Franklin started as an office boy with Sullivan, Harris and Woods, who at that time were called "Kings of Melodrama" because of the lurid productions they made. "King of the Opium Ring."

Here Franklin learned his trade.

Wins Promotion. Then a promotion from the office of the melodrama producer to the more elegant suite of George M. Cohan. Here the youngster met the great and near great of the Broadway that Cohan loved and used in his songs and stories—the Broadway that Cohan made famous—the street of light and laughter, sorrow and sadness.

Then came the chance, a fly-by-night touring stock company headed for the small towns in rural New England. Strange to say, the troupe made money. Then the chance came opportunity, and the wise ones of Broadway looked up to this young producer, Harold B. Franklin. After this the one-nighters were forgotten and Franklin settled down to dramatic and musical comedy stock companies in New England, New York, both city and state. Later vaudeville claimed his attention and about this time Mike Shea was building his Hippodrome theater in Buffalo, N. Y.

In theater circles this new playhouse was looked upon as Shea's folly because it had 5,000 seats and a stage almost as large as the New York Hippodrome. Shea picked Franklin as the manager, and from the very first night the theater was a sensation success.

Faced Huge Task. Coming into New York, Harold B.

Franklin faced a herculean task. The theater operating department of the organization needed the strong hand of an iron will and the imagination of genius.

Franklin supplied both. He built the then Paramount theater company into what is now known as "Publix." He linked the loose ends of the far-flung circuit with strong affiliations and with well-thought-out amalgamations.

In 1926 Franklin came to the then called West Coast theaters, and since assuming charge of this circuit he has affiliated it with the William Fox organization. He also added scores of other theaters to the circuit until now, this unit of the Fox organization is one of the strongest in the Fox national chain and is everywhere hailed as a model operation.

Harold B. Franklin is still in his early thirties. He is a human dynamo in energy, an authority on theater construction and conduct, and in between times has found opportunity to write two books. The first, "Theater Management," is now used as a textbook wherever theater operation is considered.

STAFF OF EXPERTS TO DIRECT DESTINY OF NEW THEATER

R. T. Newton, division manager of the Fox theater, which opens at Peachtree and Ponce de Leon Christmas Day, has surrounded himself with a staff of experts, which augurs well for the theatergoers of Atlanta.

To begin with Mr. Newton is regarded as the "crack" manager of all the managers in the chain of more than 1,000 Fox theaters, and his selection to guide the destinies of the local Fox theater is in itself a compliment to this city. Mr. Newton was promoted to his post here from district manager of five Fox theaters in Pasadena, Cal. He is a former Atlanta boy, having lived here about ten years ago when he was associated with the S. A. Lynch enterprises. He has been connected with Fox theaters for about two years. Prior to that he was assistant general manager of a chain of 300 theaters in the New England states.

Al Goodwin, former house manager of Loew's State, a Fox theater in Los Angeles, is resident manager of the new Fox here. R. J. McHale is personnel director; R. Briggs Pekar, publicity director, and Ralph D. Pekar, art director.

REV. M. P. CAIN, OF DOUGLAS, NAMED WAYCROSS PASTOR

WAYCROSS, Ga., Dec. 21.—The Rev. M. P. Cain, former pastor of the Presbyterian church at Douglas, and for several months supply pastor of the Parkside Presbyterian church of Waycross, has been called as permanent pastor of the Waycross church, it was announced today.

Flowers FOR CHRISTMAS

As Neighbors of the Great New

FOX THEATRE

We Extend GREETINGS

On the corner of Peachtree St. and Ponce de Leon Ave., in the beautiful Shrine Mosque building, we, as occupants that share space in this new and magnificent structure, have a brotherly feeling toward the gigantic Fox institutions and wish them a hearty welcome and success.

Gresham's West View Florist

DOWNTOWN STORE
West View Florist
115 PEACHTREE ST.

UPTOWN STORE
Home of Flowers
Peachtree at Ponce de Leon

KNOWLES NASH CO.

619 Peachtree St.

Congratulates
Yaarab Temple
Welcomes
Fox Theatre

We Sincerely Welcome to Atlanta

the Fox Interests

And Extend Our Hearty Congratulations to the

Yaarab Temple

It was our pleasure to install the plumbing and fire protection in this magnificent new temple.

Loftis Plumbing & Heating Co.

45 Mangum St., S. W.

MA. 2182

Congratulations to the NEW FOX THEATRE

upon their opening on Christmas Day.

Buchanan's INC.
ATLANTA
654 Peachtree, at Ponce de Leon



(SHRINE MOSQUE)

2 CARLOADS OF GIRLS
FOR FOX STAGE SHOWHalf Dozen Specialty Acts
Also Due To Arrive
Today.

Two carloads of feminine pulchritude, comprising the unit known as the "Beach Nights" idea of the Fanchon and Marco stage shows, are due to arrive in Atlanta today from Philadelphia to present their revue at the Fox theater, which opens Christmas Day at Peachtree and Ponce de Leon.

The Sunkist Beauties and other females which make up this troupe are just completing their 40th week on the road since leaving the Pacific coast, and Atlanta audiences at the new Fox will see them at their best. Eastern critics have used various superlatives in describing the multitudinous charms that are so plentifully bestowed among the girls in "Beach Nights," but probably the most effective was that of a Philadelphia reviewer who referred to these fair maidens as "a tidal wave of beauty from the Pacific coast."

Accompanying the Sunkist Beauties are a number of specialty acts, which have been featured everywhere. They are: The Kitaros, a Japanese acrobatic trio; Davis & La Rue, a comedy team; Art Hadley, a musical cartoonist; Roy Brown, a comedian, dance team; Maxine Doyle, a musical comedy artist; Jean and Jeanette, the singing sisters—all in all, a colorful, tuneful, pleasing aggregation of artists.

In order to permit the management of the Fox theater to accurately arrange his schedule of acts on a time basis, a complete dress rehearsal of every act on the program and a projection of the screen features is planned for Monday, thus assuring perfect co-ordination of everything Christmas Day.

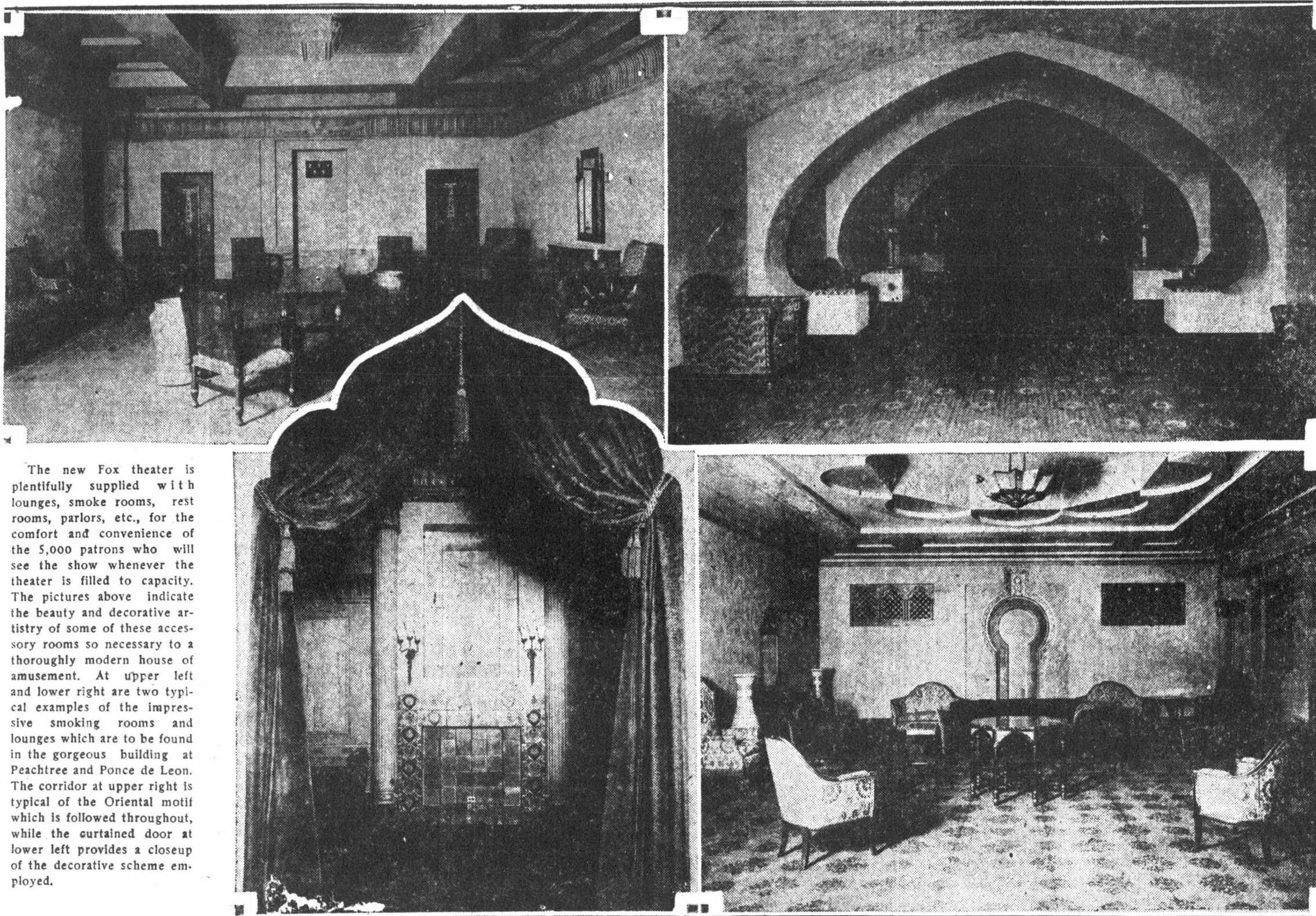
R. T. Newton, division manager of the Fox, is expecting the largest crowd of show-goers to attend the Fox Christmas Day that has ever been on hand to christen the opening of any theater in the south, and advance signs indicate that he will not be disappointed. To be "one of the first 5,000" will be something to "write home about," says Mr. Newton.

FIFTY BEST PRINTS
OF YEAR SHOWING
AT STUDIO CLUB

An exhibition of "The Fifty Prints of the Year" is to be seen at the Studio Club, 1041-2 Forsyth street, and will be on view during the remainder of December.

This is a traveling exhibition sent out from New York by the American Institute of Graphic Arts, affiliated with the American Federation of Arts. It represents the best work in black and white of the current year. It includes etchings, lithographs and block prints by some of our most noted artists and presents a great variety of theme and method.

Some Glimpses of Interior Beauty at the New Fox



The new Fox theater is plentifully supplied with lounges, smoke rooms, rest rooms, parlors, etc., for the comfort and convenience of the 5,000 patrons who will see the show whenever the theater is filled to capacity. The pictures above indicate the beauty and decorative artistry of some of these accessory rooms so necessary to a thoroughly modern house of amusement. At upper left and lower right are two typical examples of the impressive smoking rooms and lounges which are to be found in the gorgeous building at Peachtree and Ponce de Leon. The corridor at upper right is typical of the Oriental motif which is followed throughout, while the curtained door at lower left provides a closeup of the decorative scheme employed.

Fox Opening Program
Promises Big Things

With all Atlanta rapidly approaching that state known laconically as "agony" over the opening Christmas Day of the magnificent new Fox theater at Peachtree and Ponce de Leon, there comes to this civic event further enthusiasm in the gala inaugural program that has been prepared for the occasion.

"Salute," the opening picture, has the distinction of being the first talkie ever to be filmed on the historic grounds of West Point and Annapolis. Many weeks of hard preparation and training were necessary before many of the characters could accurately portray the military roles they were cast in. George O'Brien, William Janney, Helen Chandler, and Joyce Compton are among the stars who will be seen in this good picture, which is based on a real life story.

"Beach Nights," one of the 75 Fanchon & Marco "Ideas," now playing before appreciative audiences from coast to coast, will be the opening stage show at the Fox. This unit carries 42 people, mostly pretty girls, including the famous "Sunkist Beauties" of California fame. Several good specialty acts are included in the revue, which is augmented by a local dance chorus of 12 charming Atlanta girls, composing the permanent ballet of the Fox theater.

In addition to the above two feature attractions there are many other things to commend the inaugural program to the patrons opening week. Don Wilkins, as master of ceremonies; Iris Wilkins, console artist at the world's wonder organ; Fox Moving Picture News; Selected Short Subjects; the Fox grand orchestra under direction of Enrico Leide, presenting "This Shrine of Beauty" with choral ensemble. All in all a wonderful program in the south's finest theater.

The projection room at the Fox is "the last word" in equipment of its kind. Three large Super-Simplex projection machines, the most modern yet constructed and including features that have never been built into any other projection machines yet made. In addition there are spotlights, searchlights, machines for throwing any combination of colored lights and many other accessories that will place the Fox projection room far ahead of any other in the country for completeness of equipment. The searchlight carbon will give a magnascope effect on the screen and the size of this screen will enable the Fox to show the largest pictures in the world. J. J. Kieley, projection supervisor for Fox theaters, directed the installation of all the projection room equipment in the Atlanta Fox theater.

The lighting effects at the Fox in conjunction with the magnificent stage sets have been pronounced the most wonderful anywhere. A recently perfected material used on a number of these beautiful drops permits the passage of light in such a way as to give a conception of depth and distance never before attained. Innumerable color combinations can be had through the unique lighting arrangement and this feature alone will cause considerable admiration when it is used in Atlanta for the first time at the new Fox. There is a "Golden Forest" set that, with the various lighting effects that can be played upon it turns to the green of midday, the rose of dawn or the red of sunset. More than \$60,000 has been invested in stage sets and lighting effects, many of which are such innovations that they are being used at the Fox for the first time in any theater. There are 83 different sets of lines to hold the different drops backstage, which provide the new Fox with a variety of scenery that will never grow stale.

Big Features Coming.

The character of attractions already booked for the new Fox is such that Atlanta theatergoers will have little else to wish for to sate their appetites for the best in entertainment. On the screen these pictures will follow "Salute" in the order named, each one playing an entire week: Will Rogers in "They Had to See Paris," Victor McLaglen and Edmund Lowe in "The Cockeyed World," "Romance of the Rio Grande," "Flight," "Sun-

ny Side Up," "Hot for Paris," "Rio Rita" and "Sky Hawk," certainly an impressive lineup that should fill every seat at this magnificent playhouse for weeks to come.

On the stage Fanchon & Marco, producers of the famous "Ideas," will present these revues in the order named after the opener, "Beach Nights," "Contrasts," "Dance Moods," "Jazz Cinderella," "Speed," open date with show not yet announced, "Sweet Cookies" and "Watermelon Blues."

Fanchon & Marco are the only producers outside of New York that have ever successfully produced a succession of stage shows which did not originate on Manhattan island. When the units play in Fox houses in Gotham they are accorded wonderful patronage and high praise, so Atlanta is in for some very high-grade legitimate entertainment when the new Fox opens, and afterward.

Everything at the new Fox is in readiness for the gala opening Christmas and everybody in the local or national is "set" to give patrons of this house the well-known Fox "last word" in entertainment—so among the first 5,000 Christmas day.

Organ Recital.

Graham W. Jackson, instructor of music in Washington High school, will give an organ recital under the auspices of the school at 4:30 o'clock this afternoon at the First Congregational church. He will be assisted by singers from the school.

Sister Fanchon
To Arrive Today
For Fox Opening

Mademoiselle Fanchon, the sister half of the world-famous brother and sister team of Fanchon and Marco, will arrive in Atlanta this afternoon on the Crescent Limited from New York. She comes to be present at the Christmas Day opening of the new Fox theater.

No one seems to know just what Miss Fanchon's first name is. Ever since the days when she and brother Marco composed a first-string vaudeville act, they have been known simply as "Fanchon" and "Marco."

Today their names, however, stand at the pinnacle of theater celebrities. They have long since abandoned the stage themselves, but are busy turning out productions that are featured in a string of 75 theaters from coast to coast and which are ranked as the finest things of their kind in the show world.

The Fanchon and Marco "Ideas," as they are dubbed, have won marvelous success for the stage production feature of the great movie palaces and, in putting these "Ideas" in the program of the new Fox the management has simply carried out its policy of getting the best there is.

The Fanchon and Marco idea for the opening is entitled "Beach Nights" and Sister Fanchon will be here to see that it is put on properly.

Architecture of New Fox
Oriental Rhapsody in Stone

For the same reasons the modern master architectural critic, Frank Lloyd Wright, has stated that "architecture is frozen music," the magnificent new Fox theater at Peachtree and Ponce de Leon, which opens Christmas Day, has been glorified by southern poets as being a "rhapsody in stone."

This palace of the cinema and stage is truly an oriental poem translated in occidental language through the medium of stone, marble and gold—materials and making its gradual appearance as temples do in our dreams when the "magic carpet" carries our fanciful imagination through ethereal dreamlands. It has been thus. Today it stands completed and ready to offer you the apex of entertainment through the various mediums at its command.

Rising as though through an oasis and flanked with stepping terraces

and winding stairways, this monument of colorful masses and motives, leads the eyes of the observer towards a towering minaret where one can almost visualize at sunset the strange silhouette of the muezzin and hear him calling of the faithful to evening prayer.

The impressive and opulent splendor of the Nubian and Moorish arts displayed in the old world temples has been brought for our enjoyment right to the heart of modern Atlanta. Its center at the Ponce de Leon entrance rises above a body of imposing archways and windows as a priceless jeweled crown, a majestic copper and bronze dome with a glittering gilded finial supporting that mystical emblem, the crescent.

On the Peachtree front, where a deep and mysterious arcade leads the incoming patrons to the inside foyers, two minor minarets are buttressing the great signs and marquee. At

FOX TO PUT PROGRAMS
ON RADIO EVERY DAYWoman Organist and Stage
Stars To Have Daily Hours
on WSB.

Unless you are one of the fortunate first 5,000 who will be present at the gala opening of the Fox theater at Peachtree and Ponce de Leon on Christmas Day, tune in on WSB at 1:27 p. m. and enjoy the symphonic overture, "This Shrine of Beauty," by the Fox grand orchestra with choral ensemble, under the direction of Enrico Leide.

The Fox theater is equipped with the most modern broadcasting room in the south and plans have been completed to have the various artists appearing at this magnificent theater broadcast regularly after Christmas. After the inaugural program on opening day, Iris Wilkins, the world's greatest woman console artist, will broadcast some of her selections that have made her famous from coast to coast. Iris will go on the air for the first time Thursday, December 26, from 11:30 to 12 noon and regularly at that hour thereafter. Beginning January 7 there will be a regular place on WSB's daily program from 5:30 to 6:30 p. m., at which time various stars at the Fox theater will present vocal and instrumental music for the entertainment of the radio world.

Phyicist Resigns.

CHICAGO, Dec. 21.—(AP)—Professor Albert A. Michelson, world-famous physicist who observed his 77th birthday Thursday, has resigned as head of the physics department of the University of Chicago. Saying he was forbidden by ill health to continue his official post at the university, the famous scientist asked to be relieved of duty at the end of the school year in June, 1930.

night myriads of lights arranged in decorative groups and patterns will form an intense and lively frame around the monographic letters of the Fox theater. The symbolic star motive has been used in the illuminative scheme of the marquee ceiling.

The sky line of the Shrine mosque in which is housed the new Fox theater is distinctly Arabian. Minarets, towers, battlements meet the eyes on every hand to dispel any suggestion of monotony.

Inside there is splendor and luxury all about you. The auditorium section has been conceived in a way to produce the same atmospheric impression as one beholds on the exterior. Minarets, glittering domes, turrets and crowning battlements run in steps up the side walls, which are joined together by a tremendous stone-arched bridge of oriental design spanning the auditorium along the stage side.

The most beautifully illustrated book, telling of the stories of the "Arabian Nights," would not supply the imagination with a picture that would approach the scene of magnificence and splendor one can get from any point in the vast auditorium.

Looking upwards one sees a deep and seemingly infinite sky enlivened by passing clouds and twinkling stars. If posted in the science of astrology, one can pass many an idle moment in locating the various stars so accurately set in the sky-blue ceiling by the class in astronomy at Georgia School of Technology.

A feat in lighting effects will be the changing lights and shadows that fit across this realistic sky ceiling. Dark, ominous thunder clouds that will make you want to seek shelter; fleecy, drifting ones with the sun shining brightly through to produce a yearning for the wide open spaces; the slanting rays of sunset and the vertical ones of mid-day—all these and more are thrills that are yours when you sit under this vaulted dome of celestial splendor.

Two years of hard construction work and artistic skill have been completed and now Atlanta is about to be rewarded with a theatrical temple 10 years ahead of any in the south and second to none in the world. A wonderful Christmas gift from William Fox.

We sincerely congratulate the
Yaarab Temple
and extend a
hearty welcome
to the
Fox Theatre

Stephen Philibosian, Inc.

LARGEST ORIENTAL RUG COLLECTION IN
THE ENTIRE SOUTH

IT has been a pleasure to take part in the building of the magnificent new Shrine Mosque. Furnishing ART GLASS, PLATE GLASS and WINDOW GLASS throughout the entire structure, including the Fox theater, was our privilege.

F. J. Cooledge & Sons
PAINT AND GLASSCongratulations---
Yaarab TempleWelcome---
Fox TheatreGood Cold Beer
and
Excellent FoodRight Prices
in

Piedmont Grotto

Down the Steps from Luckie Street
or Through the Lobby

Piedmont Hotel

THE officers and personnel of the Citizens & Southern National Bank join with the Fox Theatre and Yaarab Temple in celebrating the opening of the magnificent new Fox Theatre and Shrine Temple.

As an organization we wish Atlanta's newest theatre all the success possible in the "Theatre Capitol of the Southeast," and congratulate the Temple on its outstanding accomplishment.

CITIZENS & SOUTHERN
NATIONAL BANKAthens
MaconAtlanta
SavannahAugusta
Valdosta

PAGE EIGHT B

THE CONSTITUTION, ATLANTA, GA., SUNDAY, DECEMBER 22, 1929.

\$10,000,000 'Miracle City,' Home of Fox Movietones At Fox Hills, Hollywood

Twenty-Five Buildings,
Erected This Year, Oc-
cupy Site of Forty
Acres.

A "Miracle City"—a dream come true—representing an investment of \$10,000,000, is the home of Fox Movietone productions at Fox Hills, Westwood, on the outskirts of Hollywood. The idea and plans for this miracle city were conceived and executed by William Fox, president of the Fox Film Corporation.

For more than three years, the head of all Fox enterprises, in justification of his vision of motion pictures with sound, spent money prodigiously in financing movietone research work, in experimentation, in perfecting details, with the result that he is enabled to give to the world in the very near future, this permanent home for Fox talking pictures.

The Miracle City covers 40 acres, lying across the southern end of the Fox Hills studio, 10 miles west of Hollywood.

As late as July 28 of this year, the site of the Miracle City was just California acreage, covered with cactus and sunburned grass.

Twenty-five buildings comprise the group. Four of them are each 212 feet long and 145 feet wide. The walls are 45 feet high. In each of the four buildings are two soundproof stages, making eight in all, each with its own equipment, apparatus, rooms, test laboratories and projection rooms.

On the second floor of Stage No. 1, is the largest Wurlitzer organ ever built. The administration building is 210 feet long and 60 feet wide and is topped with a decorative tower 75 feet high. At the extreme back portion of the walled city are two 100-foot towers. One is the cooling tower, for the air conditioning system; the other is the gravity tower, the base of the automatic sprinkler system.

There is a recital hall fully equipped for auditions; a test laboratory and a building for the film cutters. The large generators necessary to supply electric power to the entire city are

housed in another building. Statistically, into this Miracle City went 2,202,712 feet of lumber, 488,000 feet of floor area; 2,100,000 feet of reinforcing steel; 240,000 square feet of pavement in streets.

About 1,200 skilled workmen labored seven days a week, in three eight-hour shifts.

This is the Fox Movietone city built by a pioneer in the industry, a man who has always kept pace with its growth and development. This is the Miracle City—William Fox's dream come true—that is sending out into the world millions of feet of talking and sound film that is going to spread happiness the like of which was undreamed of but a few short years ago.

This is the city that will turn out sound and talking pictures that will be shown in Fox West Coast theaters, represented in San Diego by the new Fox, the Fox California, Fox North Park, Fox Fairmount and Fox Egyptian theaters.

FOX THEATER POLICY OUTLINED IN BULLETIN

Qualities of Service Defined
in Message From Harold
B. Franklin.

Indicative of the degree to which Harold B. Franklin, president and general manager of the Fox theaters, keeps in constant touch with the members of his organization and maintains an unbroken liaison between every branch of the complex business is the bulletin which appears below. This bulletin, a copy of which was delivered to every operative under his command, speaks for itself and defines some of those qualities of service and policy which are seldom brought to the attention of the public.

Mr. Franklin's bulletin follows:

Personal courtesy of the hospitality type opens the doorway to the heart. Community service, rendered institutionally, stamps itself indelibly on the mind. Such is the Fox formula that brings about individuality to each theater.

Courtesy has a broad meaning. It may be interpreted scores of ways by as many persons. One thing, however, is certain. In theater management it calls for the warmth of friendship. There can be nothing stiff and unreal about its application. The modern audience abhors military tendencies. The goose-step went out long ago.

Service has only one meaning: Constructively supporting a purpose. To a Fox theater that means the purpose of its community. Remember, any aid to that cause means institutional prestige—faith—confidence—all reflected in loyal patronage.

Every Fox theater is unmistakably a public servant. William Fox, himself, personifies such a policy and is its highest example. Service to humanity is virtually his hobby.

By applying hospitable courtesy with community service each Fox theater builds up its own individuality—a house personality—that befits the pleasure moods of its locality, its patronage. That's why each Fox theater differs distinctively from all other Fox theaters. They are not stamped from one mould nor from any single pattern.

We are all alike in one way, of course, no matter the locality. Blessed with the Fox and Metro-Goldwyn-Mayer product and the genius of Fox guidance and leadership, we are presenting the most perfect entertainment of the world—everywhere.

For this we can be truly thankful. But let us as individuals never cease aspiring—through courtesy and service—for community prestige on as near a par as possible with that inherited nationally from the man whose Silver Jubilee we have just celebrated.

HAROLD B. FRANKLIN. NATIONAL NEGRO FRATERNITY MEETS HERE THIS WEEK

The 22d annual convention of Alpha Phi Alpha, national negro fraternity, opens in this city December 27, and the program has been arranged by General Chairman Forrester B. Washington.

In addition to the business of the convention, every negro fraternity and sorority in Atlanta will unite in extending hospitality, with dances, receptions and banquets.

A trip to Tuskegee institute is being arranged also, leaving for Tuskegee on the morning of the 28th and returning the following afternoon.

At 8 o'clock Sunday night a public mass meeting will be held in the Sisters' chapel of Spelman college, at which addresses will be delivered by Bishop Robert E. Jones, of the Methodist Episcopal church, and Dr. W. W. Alexander, director of the commission on interracial co-operation.

The convention will be called to order at 9 o'clock Friday morning, December 27, by President B. A. Rose and will conclude the following Tuesday night.

Feature Act for Fox Opening



"The Kitaros," Japanese acrobatic headline act which will be one of half a dozen famous specialties included in the Fox stage show for the opening on Christmas Day.

VERSATILE ARTIST IS ART DIRECTOR OF FOX THEATER

Ralph D. Pekor, art director at the new Fox theater, which opens Christmas Day, is one of the most versatile artists in the entire Fox organization.



RALPH D. PEKOR.

He can do more things with a brush than a magician can with a deck of cards and all the requisite accessories to befuddle you. Mr. Pekor lays out banners, posters, drawings of any description, lobby displays, original sketches and everything else remotely connected with theatrical art and outdoor display.

Before joining the Fox theater here, Mr. Pekor had previously been connected with the art departments of various other theaters throughout the United States, notably such famous show houses as Grauman's Chinese in Los Angeles, the Toledo-Paramount and several others equally as well known. His work here has caused considerable comment and admiration.

56 CARS OF HOGS SOLD BY BUREAU FOR NEW RECORD

After setting a record for the sale of hogs through tabulations for the week ending December 13, the state bureau of markets shattered its own record with sale of 56 cars of hogs just one week later, according to announcement Saturday by A. D. Jones, director of the bureau. The figure that established the new record was for the week ending December 20.

The seven days' activity comprised the sales of 4,915 head of hogs, weighing 906,945 pounds and bringing \$70,173.37, Mr. Jones stated. These were loads at 22 cities of 22 counties in co-operation with county agents, Mr. Jones said. This more than doubled the record of 24 cars sold during the week ending December 13.

Statistics for the current month, up to December 20, show sales of 101 cars of hogs, containing 8,806 head, weighing 1,611,344 pounds and, bringing \$125,050.61.

FOREST PARK LODGE ELECTS MAXWELL AS NEW MASTER

The Rev. M. M. Maxwell has been elected worshipful master of the Forest Park Masonic Lodge No. 399 for the ensuing year. Other officers elected were: Senior warden, C. C. Walker; junior warden, James H. Burkes; treasurer, J. F. McNair; secretary, W. W. Edwards; senior deacon, J. L. Nash; junior deacon, Fred Sanders; senior steward, Andrew DeYore; junior steward, F. H. Brown; chaplain, M. B. Porter; tiler, J. S. Cosby.

YOUNG JUDEANS TO HOLD ORATORY CONTEST THURSDAY

The oratorical contest of the Southern Young Judean Association will be held at the Educational Alliance at 8 o'clock Thursday night. Representatives from New Orleans, Chattanooga, Savannah and Atlanta are expected to attend.

Atlanta preliminaries for choosing this city's representative will take place this afternoon at 2 o'clock at the Educational Alliance and Nathan Blass, chairman of the Atlanta council, will preside.

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

A Product of a Great Institution

Welcomes to Atlanta

The New Fox Theatre



In welcoming to Atlanta the new Fox Theatre, we are ever conscious of what the Shriners have given Atlanta.

A token of gratitude from the Public is due Yaarab Temple for their gift to our city.

Marye, Alger & Vinour, of Atlanta, the architects designing this, Atlanta's most beautiful structure, are due commendable praise.

Electric Refrigeration Department
ALEXANDER & SEEWALD
COMPANY

Distributors

380 Peachtree St.

Atlanta

The ATLANTA BILTMORE HOTEL

Welcomes The

Fox Theatre
to the Biltmore Section.

Yaraab Temple Greetings

Fox Theatre Heartiest Welcome

IMPORTER

Weinberger's

GOWNS

"Shop Individual"

Across From Fox Theatre

Congratulations

KOHLER CO. takes this opportunity to congratulate members of the Yaarab Temple who made possible the erection of this new Shrine Mosque Building, the Fox Theatre Corp., who are important occupants, C. A. D. Bayley, the contractor, and Marye, Alger & Vinour, architects, to whom goes credit for its unusual beauty.

We are occupants of the ground floor show-room space. Kohler of Kohler plumbing fixtures for bathroom, kitchen and laundry are displayed. There are fixtures in color, as well as in white and black, all complete with plumbing brass fittings in nickel and chromium.

A visit to this beautiful new temple and theatre will be well worth your while. And we invite you to step for a moment into the Kohler showroom, just off the lobby.

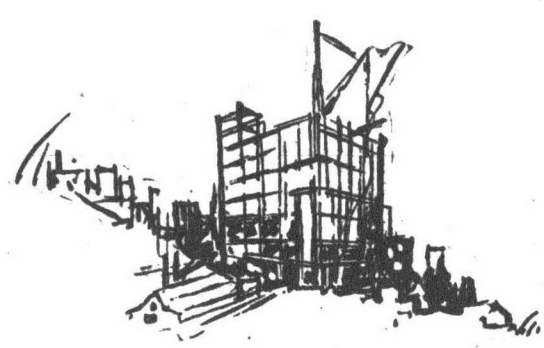
KOHLER OF KOHLER

Kohler Co. Founded 1873 Kohler, Wis.

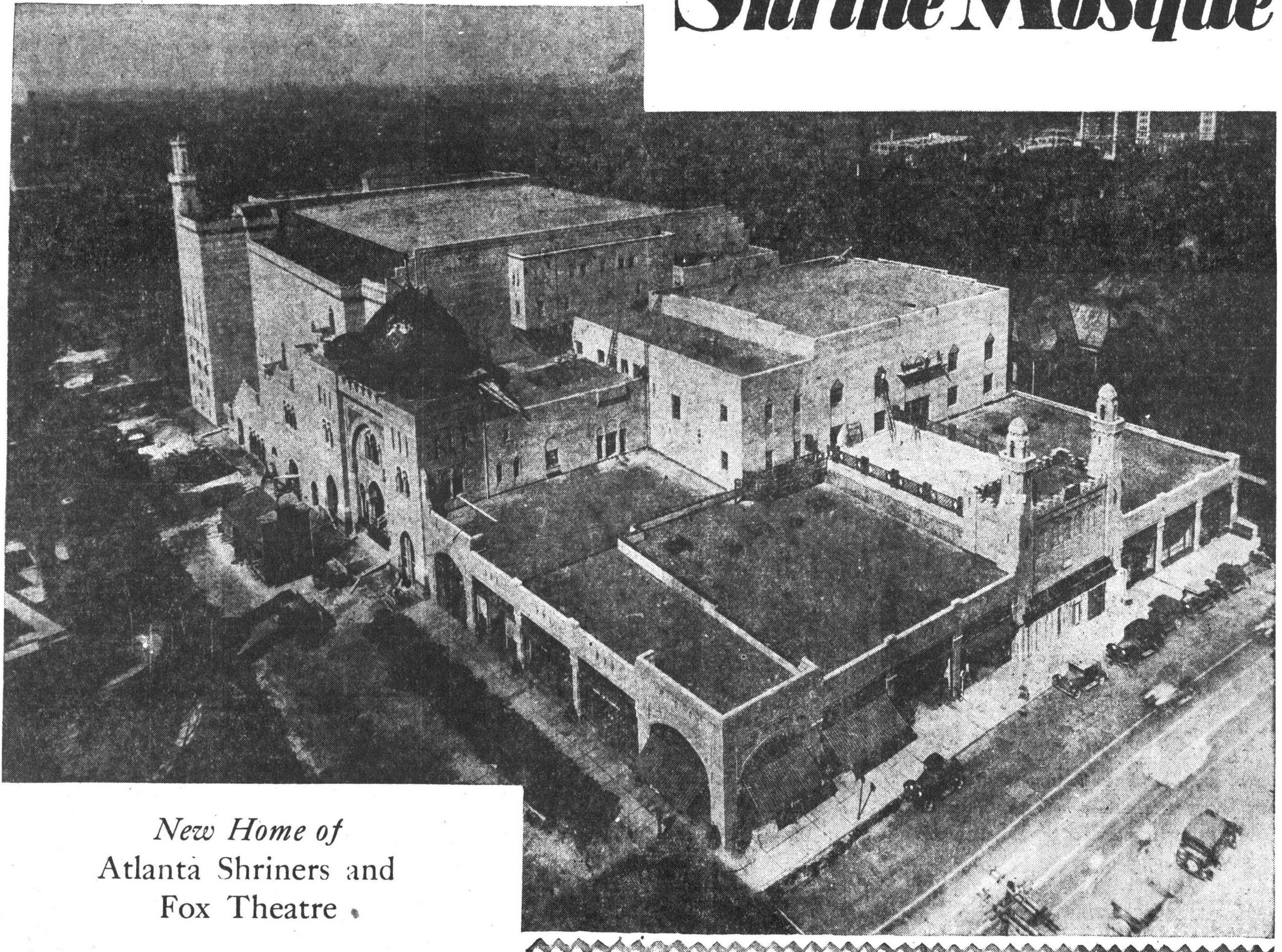
Branch Office and Showroom

Atlanta, Ga.

Shrine Mosque Bldg.



Atlanta's Shrine Mosque



*New Home of
Atlanta Shriners and
Fox Theatre*

With the completion of the beautiful new Shrine Mosque, Atlanta heralds a project of outstanding civic importance. Unique and magnificent in its construction and presenting an individuality which is unsurpassed—this immense structure is the pride of all the south.

The worthiness of the fraternal order it represents is expressed in its building, and the beautiful theater operated in conjunc-

tion by the gigantic Fox Corporation offers a feature most appealing to the general public. The first performance will be presented on Christmas Day and will open a channel of amusement of nationwide fame. The initial performance will not only afford the public the opportunity of seeing and hearing one of the most recent Fox productions, but will also be the first public showing of the gorgeous interior of this wonderful new building—the pride of all Atlanta.

The following leading Atlanta firm have co-operated in making possible this Expression of Good Will and Best Wishes to the Members of Yaarab Temple and the Officials the Fox Theater

Sam M. Carson, Gen. Agt.
Aetna Life Insurance Co.

Ansley Hotel

Atlanta Manufacturing Co.

Ernest G. Beaudry.
Ford Products

Black & White Cab Co.

Cadillac Co. of Atlanta
Cathcart Van & Storage Co.

Champ Motors Co.

Chevrolet Motor Company

Frigidaire Co. of Ga.

Geo. Moore Ice Cream Co.

Grant-Harris-Rippee Co.

Henry Grady Hotel

Howard Cleaners, Inc.

Walter M. Powell, Gen. Agt.
John Hancock Mutual Life Ins. Co.

Kelvinator Co. of Ga.

Model Laundry

Newell-Thomas Office Equip. Co.

Luther E. Allen, Gen. Agt.
Northwestern Mutual Life Ins. Co.

Y. H. Shahbaz & Sons

Southeastern Express Co.

Chas. N. Walker Roofing Co.

Wofford Oil Company

Vast Fox Enterprises Grew From Dream of Boy On New York's East Side

Poor Lad, Selling Newspapers and Shoe Polish, Dreamed of Owning Own Theater.

It may seem far-fetched to designate a dream as a compelling motive in such a hard-headed business as the motion picture industry. Yet it was a dream that furnished the main-spring for starting William Fox on the road to his great achievements and that has lengthened his shadow till it now dominates the world of film.

That imaginative dream came to William Fox when he was a small boy living in the tenements of the east side of New York. He had been brought there by his parents from Hungary, where he was born 50 years ago. The Fox family was urgently pinched for money and young William, when not attending school, sold newspapers and peddled shoe polish which his father made. At night the youth liked to attend the theater and whenever he could scrape together the money could be found sitting with the other gallery gods floating into the witching realm of the stage.

One day the boy unburdened himself to his mother, telling her that he had dreamed that some day he would own a theater of his own; also declaring that he was going to make this dream come true.

Started in 1903.

The fulfillment of his dream started in 1903, when William Fox invested his hard-earned savings, amounting to \$1,000, in a penny arcade at 700 Broadway in Brooklyn. For many weeks business was at a low ebb; the venture showed nothing but losses. But Fox was equal to the occasion, changed the style of entertainment and made it a success. Soon he was

chased two more penny arcades and made success of all of them. Next the youth leased the Dewey and Gotham theaters in New York and the public began to ask who this man William Fox was.

This was the start, and soon the Fox theatrical holdings were increasing steadily, but always by careful and strategic moves. With a growing chain of theaters to be furnished with pictures, Fox began to find that the supply of films for himself and other exhibitors was both inadequate and unsatisfactory, so he started forming his own producing company.

Several companies were formed, but it was not until 1915 that the Fox Film Corporation as it now exists started functioning. The plans of this company called for the production of pictures not only for the William Fox circuit of theaters but for other exhibitors as well.

History Began.

History of a new sort then began to be made by William Fox. A long succession of pictures that enjoyed a tremendous popularity carried the reputation of the new Fox Film Corporation to the far corners of the earth. At that time the expenditure of \$700,000 for the making of a single picture, entitled "The Daughter of the Gods," was nothing short of sensational. The exploitation which was put behind this and succeeding productions proved a revelation in showmanship. Up to and including 1919, all William Fox films were made in New York and New Jersey. But in the meantime the company began the development of the immense studios at Hollywood, Cal., which have since grown to include a new plant of more than 100 acres at Fox Hills.

With this production establishment well under way, William Fox then turned his attention to the expansion of his theater holdings. Theaters were built and acquired at strategic points of the country until in January of

1928 came the astounding news of the purchase of the West Coast Circuit of theaters on the coast, in itself a chain of 250 houses. This was followed by the acquisition of 40 theaters in Wisconsin and the purchase of the Poli circuit in New England. Other important deals followed, serving to make the William Fox enterprises one of the largest and most powerful theaters operating units in the world.

Recognized Talky.

But William Fox had not finished. Still adhering to his pioneering instincts, he was the first to give thought to the talking picture. Long before any of his competitors considered this development worthy of attention, William Fox had backed the experiments of Theodore Case and Earl I. Sponable in photographing sound on film by means of electric flashes. When the experiments were completed, Fox Movietone was announced to a wondering world.

The boyhood dream of William Fox is now a smashing reality. His film company has its own offices in more than 100 cities in the United States and Canada. Abroad he is represented in every large city of Europe, Australia, Asia and Africa.

MANAGER OF FOX MAN EXPERIENCED IN MANY THEATRES

The selection of Al Goodwin as resident manager of the palatial new Fox theater is another fortunate circumstance that augurs well for the success of this magnificent new playhouse.

Mr. Goodwin was promoted to this position from house manager at Loew's State, the leading Fox theater in Los Angeles, and brings with him to the new Fox here a thorough knowledge of theater operations from the box office to back stage.

In the capacity of resident manager at the new Fox here, Mr. Goodwin will be Division Manager Newton's right hand, taking many details of management off his shoulders and coordinating many of the activities at the huge show house. Mr. Goodwin is a native of Iowa, but has been connected with Fox theaters on the Pacific coast for the past several years.

That Wilkins Family



Don and Iris (Mr. and Mrs.) Wilkins are a couple of the more important success factors in the programs for the new Fox theater. This, despite the fact that they are married—to each other. Don Wilkins is the master of ceremonies, who will inspire and lead the stage presentations, while Iris Wilkins is the organist who will officiate at the console of the organ—said to have something more than 350 stops and almost the biggest—if not quite—organ in the world. Listen for Don and Iris to divulge some of the secrets of the Wilkins family when they get to flinging matrimonial repartee in the middle of the show.

Orchestra Conductor



Enrico Leide, probably the most popular orchestra conductor ever to make Atlanta his home, has been selected to wield the baton for the 30-piece orchestra which will occupy the orchestra pit at the new Fox. Mr. Leide has written a special dedicatory march for the opening on Christmas Day, entitled "This Shrine of Beauty," in which he employs one of the two stirring themes from Sir Edgar Bugar's "Coronation March."

Fanchon and Marco Stage 'Ideas' Shown All Over Country

A brother and sister dancing team had the cafe patrons of San Francisco busy tapping the tables for more. The year was 1924 and the prospects were rosy. How rosy, neither Fanchon the sister, nor Marco, the brother, even dreamed.

At this time, stage presentations in motion picture theaters were unheard of. The dancing pair thought it up right out of their heads and discovered that theater owners looked askance at them and quietly set them down as crazy. Both of 'em.

How crazy they were was demonstrated when A. M. Bowles, manager of the Warfield theater, gave the pair a chance to present an act on the Warfield stage—and then—

There's little use in recounting all the rest of the story. In spots it reads like one of Grimm's fairy tales. It takes an agile imagination to keep up with it, but San Diego theatergoers can testify that neither Fanchon nor her brother, Marco, were unsteady in the head. The name of Fanchon & Marco has become a household word. The length and breadth of the Pacific coast, covered by the Fanchon & Marco "Ideas" when

FRANKLIN'S GREETINGS ARE WIRED ATLANTA

**Fox Theaters' President
Voices Pride of Organization
in Entering Dixie
Metropolis.**

Harold B. Franklin, president of Fox West Coast Theaters, under whose general supervision the new Fox theater in Atlanta will be, on Saturday wired a special message to the people of Atlanta. In this he expressed some of the emotions of the Fox organization upon their entry into Atlanta and also indicated some of the policies which will govern the operation of the new playhouse.

Mr. Franklin's message follows: "The completion of the new Fox theater, Atlanta, admittedly one of the finest theater buildings in the United States, is both important and gratifying to the William Fox organization, but this pardonably selfish satisfaction is far overshadowed by the importance to Atlanta of this great development, made possible by the Shrine. This palace of entertainment is a reflection of the growth of Atlanta and the southland."

"The Fox organization is proud and content to be just one unit of this evidence of growth of a great city."

"We are grateful to establish our activities here, and we will endeavor to prove worthy of the support of the people of Atlanta by presenting the best of entertainment in an atmosphere of friendly service."

"The Fox organization feels that in stepping into this magnificent home it is impelled to give its loudest cheers for the city itself and its citizens who are ever moving forward in its civic, commercial and financial progress."

"That William Fox is a firm believer in Atlanta and takes an active interest in its progress is a matter of pride to those in charge of his company's interest here. The secret of the success of the Fox theaters wherever they operate is their integral part of the communities they serve."

"The Fox theater pays deserved tribute to the spirit of Atlanta, which has made this magnificent edifice possible."

(Signed)
"HAROLD B. FRANKLIN."

The West Coast theaters, embodied these brilliant stage presentations as parts of the program in a group of their key houses, but when William Fox purchased the West Coast group, these things began to happen with a surprising speed for the two who had dreamed dreams when they were dancing in the San Francisco cafes.

Under the hand of Fox, the theater enterprise expanded until it was a coast-to-coast organization, and, as it grew, Fanchon & Marco grew with it. The "Ideas" continued to come at the rate of one a week, but instead of touring the coast, they were routed over the vast circuit that seemed to spread, mushroom-like, over the entire country. Fanchon & Marco's stage presentation dream began to assume the proportions of a most tremendous reality.

Today, the popular Fanchon & Marco "Ideas" travel direction east as far as New York and the New England states. Were it not for the Atlantic ocean, they would probably go farther east than this, but it is not beyond the bounds of possibility that sooner or later the ocean itself will be spanned by the "Ideas."

Clara Bow, William Powell :: MOVIE CELEBRITIES TELEGRAPH NEWTON :: Wire 'Good Luck' to New Fox

R. T. Newton, district manager for the new Fox theater, received telegrams Saturday from Clara Bow and William Powell, two of the brightest luminaries of the silver screen, wishing him the best of the season's happiness and good luck for the new Fox theater in Atlanta.

Said Clara Bow in her message to Mr. Newton:

**FULL TELEPHONE
SYSTEM INSTALLED
FOR FOX PATRONS**

With the installation several days ago of a telephone switchboard at the Fox theater and an operator on duty at all hours of the day and until

"Merry Christmas and happy New Year to you and my Atlanta friends. Best wishes for a whoopee opening and lots of luck for the coming year."

"CLARA BOW."

William Powell's telegram read: "Heartiest congratulations and season's greetings to you and every success to the new Fox theater."

"WILLIAM POWELL."

closing time at night, information as to starting time of the four shows daily can be had instantly. There is a trunk line leading to the switchboard, Jackson 3141, 3142 and 3143, with interoffice telephones in all department offices throughout the theater building.

Starting time for the first show

Christmas Day has been definitely set at 1:15 p. m., and exact hours for the other three shows daily will be announced before the opening. Those patrons who desire to arrive at the theater "just in time" to make any particular show can learn the exact hour by calling any one of the above telephone numbers.

**Fred Didschuneit & Sons
Painters
81 Edgewood Ave.
Congratulate
Yaarab Temple
Welcomes
Fox**

GEORGIAN TERRACE HOTEL

"Across from the Shrine Temple"

Welcomes to Atlanta
FOX THEATRE

and Sincerely Congratulates
The Yaarab Temple

Georgian Terrace Hotel

659 Peachtree St.

Jackson 4461

**Congratulations
and
Best Wishes**

**YAARAB TEMPLE
FOX THEATRE**

It was our pleasure to be numbered among those taking part in the erection of this beautiful structure in executing the plastering for the Shrine Mosque.

Floyd Jennings Co. Inc.
**Plastering
Contractors**

132 Cain St., N. E.

ATLANTA, GA.

Willys-Overland, Inc.
17-25 North Ave., N. E.

**Congratulates
Yaraab Temple
Welcomes
Fox Theatre**

**Wrigley
ENGRAVING CO.**

One of the Cogs in the
Production of

FOX

Publicity Illustrations
and Posters

**Welcomes FOX
and his organization
to ATLANTA**

Do we co-operate? Ask Mr. Briggs Pekar, publicity director for the Fox Theatre.

**COX-CARLTON
HOTEL**

CHAS. H. COX, Manager

683 Peachtree, N. E.

Jackson 4301

Across from the FOX THEATRE

TO the gigantic Fox Corporation, which opens its doors this week in the beautiful new Shrine Mosque, located at the corner of Peachtree and Ponce de Leon Ave., we extend our heartiest greetings.

As neighbors in the same block, we feel a brotherly interest in your welfare and wish you success in its fullest measure.

NEW FOX
THEATER

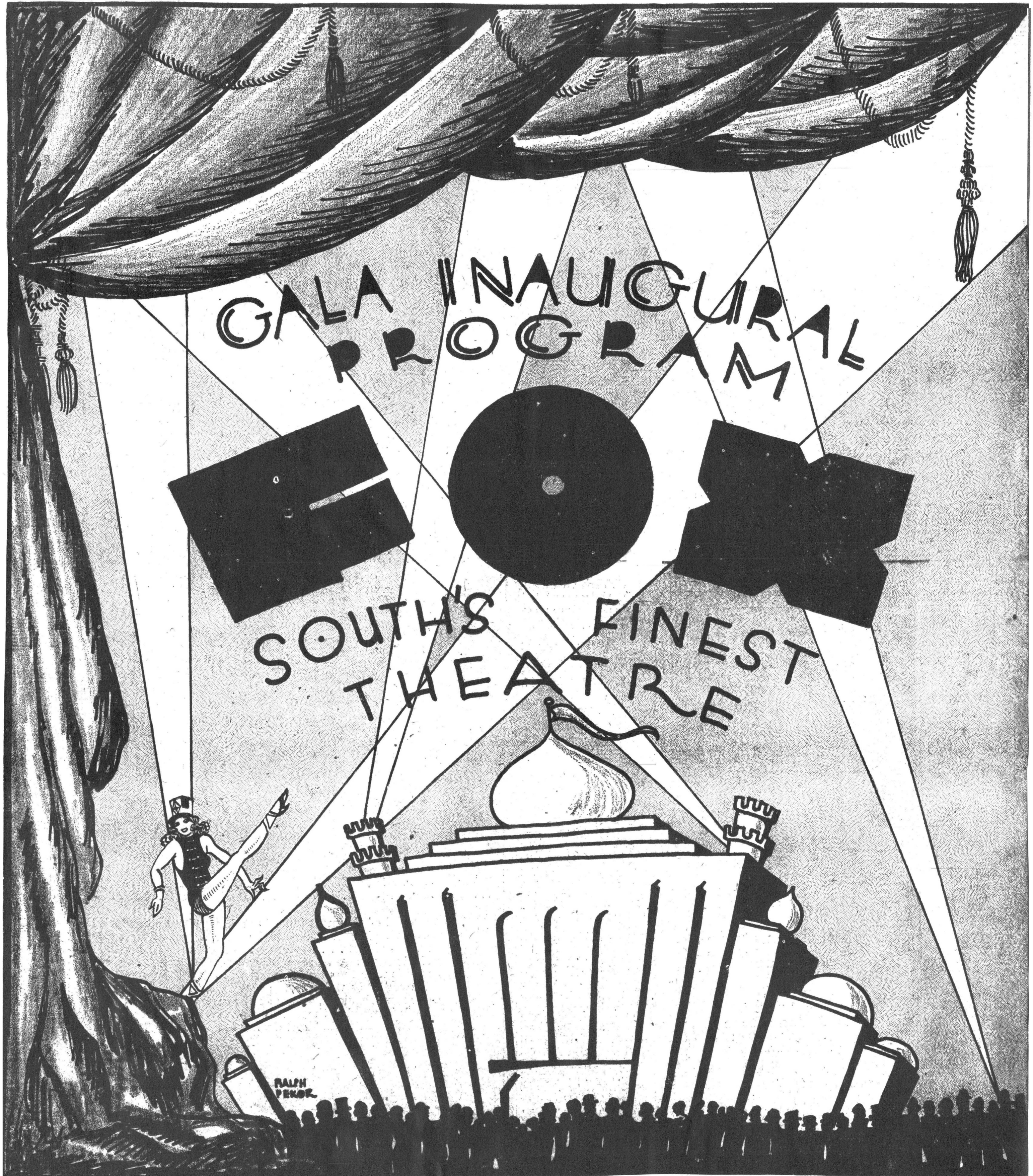
Sunday American

A NEWSPAPER FOR PEOPLE WHO THINK

SPECIAL
New Fox Theater
Will Open Christmas

ATLANTA, GA., SUNDAY, DECEMBER 22, 1929

1



Fox Theater Head Rose From New York's East Side

PRODUCT OF EAST SIDE, FOX RISES TO HEIGHTS

Life Story of William Fox Outrivals Drama in Fiction; President of Company Had Inauspicious Start.

Who is William Fox? What drama lies behind the life story of this man, who, in a few short years, has risen from a penniless youth to the undisputed leader of the motion picture industry? Fictionists would not dare use his life as the basis for a story. It would seem far too unreal. It would be too saturated with facts, with reality, with truth that lies beyond the pale of fiction.

William Fox stands today a cynosure of all eyes. Owner of one of the world's largest chains of theaters, owner of the producing company that is turning out one box-office record-smashing picture after another—one would think this man the living symbol of the popular conception of a captain of industry—cold, relentless, driving. He is none of these. He is a direct contradiction of how the world believes the inner man must become when the outer man achieves amazing material success.

INAUSPICIOUS START. There was a time when figures worried William Fox—small figures. Now they do not mean so much. They may be arrayed with scribbled ciphers, separated by commas, but they are details for the accounting department. In the beginning hundreds mattered; now millions fail to inspire awe.

In 1903 his savings and what he could borrow totaled \$1,666, and he rented a 10x200-foot store in Brooklyn, intending to fill its 146 chairs with that many customers for his moving picture show. Heavy weeks followed. It took a Cones Island ballgame to interest the neighborhood. Mr. Fox rolled up his sleeves and did most of the work himself.

The following year he acquired a more pretentious place at 107th Street and Lexington Avenue. He was on his way to becoming a figure in the movie business—but he kept his sleeves rolled up. The sleeves still are. A short time ago Fox walked into his office on the fifth floor of the Fox Theater in New York and announced to waiting newsboys that he had acquired another theater circuit—the Poli group of 18 in Connecticut and Massachusetts. His sleeves

were up; he wore no coat; he had a cigar in his mouth, and he sat down in the group as though they were old chums.

NO IMPRESSIVE AIR. Then he began to read figures from a typewritten sheet. The Poli circuit brought the Fox Theater holdings up to 283, with a seating capacity of 365,000, a weekly income of \$700,000, and an appraised valuation of \$200,000,000.

Figures can get to the point where they almost cease to have meaning to the ordinary mind, but these were impressive because they could be compared with that \$1,666 start—25 years ago.

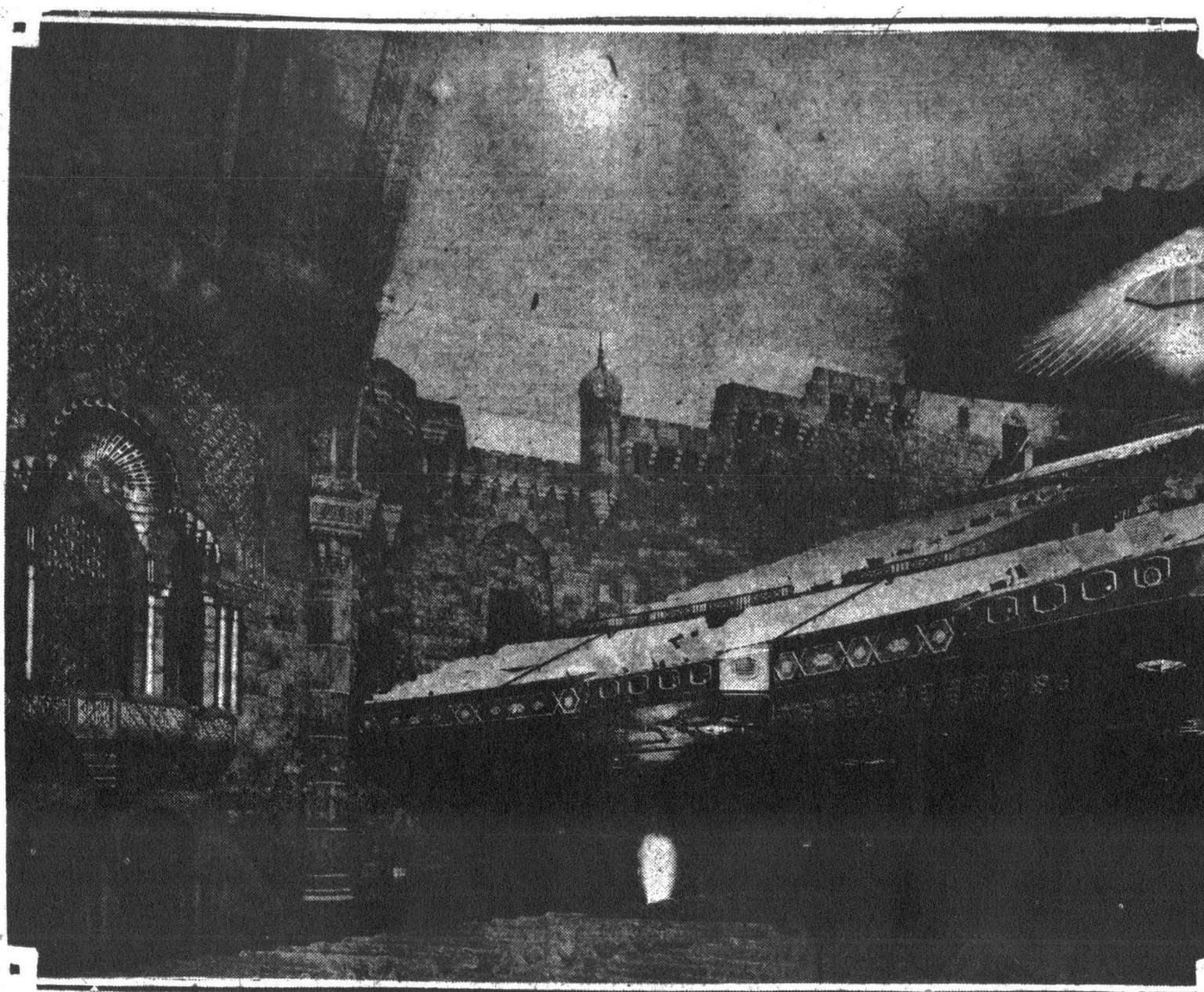
Mr. Fox was impressive without trying to be so. There was no air of the millionaire about him. He was just announcing the passing of another milestone in a career that has been filled with them. It wasn't a goal; it was another way station on his route. Fox was almost casual.

Not so many years back his ambition was to keep his family from starvation. Having accomplished that, he started toward broader horizons. He gets a deep satisfaction out of each new achievement.

SON OF IMMIGRANT. Already his theater organization is the largest, with one possible exception in the world. His picture production organization is second to none. He could organize an army division from among his employees.

Put into narrative form, his life would seem unbelievable. On the evening East Side of New York, where Governor Alfred E. Smith and Mayor Jimmie Walker got their start, William Fox began his career as the son of an Hungarian immigrant who was having difficulty trying to support his large family. He helped the family income by peddling papers; he sold shoe polish which his father made in the kitchen. At 15 he saw the necessity of contributing more to the family support. Things were not going well. He applied for a job as a cloth sponser. To get it he had to work a week for nothing. "With two other men, I took all the money I had in the world and we bought a very small theater at

Interior View of Mammoth New Theater



VIEW!—This is an interior shot of the new Fox Theater, which is to open to the public on Christmas Day. The theater, which has a seating capacity of 5,000, is one of the most beautiful in the country. "Salute" will be the opening picture.

700 Broadway, in Brooklyn. It didn't even have a name. We charged 5 cents admission, and when the theater was full we had \$7.30 in the box office.

When I first announced that I was going to show motion pictures there I was put down as the craziest man in the city. "Imagine," I heard on all sides, "he thinks he can make us believe pictures can be made to move!"

When the place was bought it was packed with patrons. Foolishly, Fox had telephoned ahead for an appointment and had mentioned the fact he wanted to purchase the place. The first week showed the place had been "salted" with non-paying customers. Sixteen hundred dollars seemed about to vanish into thin air. The career of a movie exhibitor seemed due to be nipped in the bud. But it wasn't.

Getting films for the Fox Theaters early became a problem, and the Greater New York Film Rental Company was organized, which functioned from 1904 to 1913. It was not plain sailing.

In 1913 he organized the Box Office Attraction Company, and rented films to both the Fox Theaters and to other independents. At first many of them were two-reelers. The variety grew with the development of the business. Mr. Fox had been a "gallery god" from boyhood in the 10, 20 and 30-cent theaters where stock companies held forth, and this gave him an uncanny sense of what the public wanted to see.

THEA BARRA'S DEBUT. Plans for picture production went on apace. Winfield R. Sheehan made a tour of the world to establish branch offices. J. Gordon Edwards, who had been stage director for Fox at the Academy of Music, went to Europe to get the latest ideas in picture making.

When everything was in readiness, a studio was rented at Fort Lee, N. J., and there the first Fox picture, "Life's Show Window," was made.

While making "The Stain," a Miss Theodosia Goodman, of some stage experience, under the name of De Compt, applied for a part. Powell was impressed. The next day he took her with the company to work in exterior at the Pell Trianon, Lake Ronkonkoma, L. I. When the casting of "A Fool There Was" began, Valeska Suratt, Madeline Travers and Virginia Pearson, all of whom appeared later in Fox pictures, were considered for the vampire role. Powell demurred, and presented the unknown Miss De Compt. He evolved for her the name of Thea Barra, under which she was to attain world fame. "Thea" being an obvious contraction of Theodosia, while "Barra" was derived from a relative's name of Barranger.

Fox production expanded prodigiously. He gambled with a daring that amazed his competitors. It was only a short time after he began picture-making that he signed a contract with Annette Kellermann, the famous swimmer, to star in a picture called "A Daughter of the Gods." The cost of this picture, \$700,000, and the advertising campaign behind it startled the picture-making world. Fox followed it with another big production, "The Honor System."

CONTINUES BATTLE. In 1915 the Fox Film Corporation was formed. Exchanges were organized in Canada, Australia, New Zealand, South America and France. More pictures began to add fame to the Fox name. William Farnum starred in Dickens' "A Tale of Two Cities," and it became a classic. "Cleopatra," "Les Miserables," "Babes in Arms," "If I Were King," "The Spy," "Jack and the Beanstalk," "Aladdin and the Wonderful Lamp," "Da Barry," "Checkers," "Evangeline" and "All Baba" followed.

Producing pictures is in itself a strenuous business, but that is only one branch of Mr. Fox's activities. As picture companies have grown larger, giants have battled for theater outlets. The strategy has been as keen, cruel and swift as that on a battle front. Some have fought with spectacular fanfare; many have dropped out of the contest, but Fox has gone on quietly picking up a theater here and there, developing his producing organization into a

SHARON LYNN SCORNS ALTAR

Sharon Lynn prefers the companionship of men to women, but says a male hasn't a chance leading her to the altar. She frankly admits being selfish about her work and her ambitions for success.

"It would not be fair to the man," Sharon says. "I will never marry until I find a man who means more to me than my career. Then it will not matter if he is a pauper or a celebrity."

However, Sharon is known to her friends as a person of many moods—and she may change her mind tomorrow and decide that marriage is the real thing, after all. So far, though, she is too busy working on Fox Movietone productions to have time for thoughts of matrimony.

After she melted the Igloo in the North Pole sequence of "Sunny Side Up," it was decided that the little vamp might just as well continue dancing and singing her way through a few more pictures, so she was cast in a Garden of Eden sequence of "Happy Days," in which she has a song and dance specialty. Sharon's career, so she doesn't mind.

Hoop Skirt Is Hard to Design

A movie studio modiste, who was untrifled when the changing styles brought orders for hundreds of princess line gowns to be made in a hurry, found the capacities of herself and her staff taxed recently filling rush requisitions for similarly large quantities of hoop skirts, starched multiple petticoats and tight bodices.

The latter request was not for a costume party, it was for the Fox Movietone melody romance, "Cameo Kirby," a story of pre-Civil War days. The studio modiste was Sophie Wachner. She filled the order by working day and night.

Strangely enough, Madame Wachner was sorry when the last costume was completed. "We had loads of fun," she said, "designing the old-time hoop skirts and tight bodices. It was a relief to work on old-style clothes for a while, after the huge amount of modern costumes which make up our customary work."

ron's costume in this picture is as scanty as her ability is great—but it all comes under the heading of a song and dance specialty. Sharon's career, so she doesn't mind.

We Sincerely Welcome
to Atlanta the

Fox Interests

And Extend Our Hearty Congratulations
to the

Yaarab Temple

It was our pleasure to install the plumbing and fire protection in this magnificent new temple.

Loftis Plumbing & Heating Co.

45 Mangum Street, S. W.

MA. 2182

Congratulations to FOX Theatre

For Your Convenience

GRESHAM'S

HOME OF FLOWERS

The opening of the New Fox Theatre will create a shopping and theatre center where literally thousands of Atlantans and visitors will gather daily. In keeping with the service that you have learned to expect from GRESHAM'S, we have established an additional "HOME OF FLOWERS" at 652 Peachtree, right near the entrance to the Fox Theatre, where the freshest, most beautiful blooms will be found at all times. We sincerely congratulate the Fox interests upon their opening.

652 Peachtree

At Ponce de Leon—Shrine Mosque
Telephone JA. 1139

Downtown
Gresham Westview

115 Peachtree

Opposite Piedmont Hotel
Telephone WA. 3216

WELCOME TO OUR NEWEST NEIGHBOR

Atlanta's Fine New Fox Theatre—

ONE of the most important things about a theatre's location is that it should be near a splendidly equipped, friendly hotel . . . one that understands the wishes of theatrical folk as well as the general public and meets those demands with the utmost courtesy and gracious hospitality. We cordially welcome the new FOX to our block and place our remarkable resources at the disposal of its patrons. Atlanta is proud of the new FOX just as it has been proud of the GEORGIAN TERRACE during the past.

HOTEL GEORGIAN TERRACE

Peachtree and Ponce de Leon

"THE FOX THEATRE IS OPPOSITE US"

HENRY ALBERT, Manager

4 H

GEORGE'S SUNDAY AMERICAN — A Newspaper for People Who Think — ATLANTA, DECEMBER 22, 1929

William Fox Realizes Boyhood Dreams in Rise to Fame

DREAMED OF GREATNESS AS YOUNG MAN

Product of East Side, Fox Dreamed of Greatness in Theater.

It may seem far-fetched to designate a dream as a compelling motive in such a hard-headed business as the motion picture industry. Yet it was a dream that furnished the mainspring for starting William Fox on the road to this great achievement and that has lengthened his shadow till it now dominates the world of film.

That imaginative dream came to William Fox when he was a small boy living in the tenements of the East Side of New York. He had been brought there by his parents from Hungary, where he was born 10 years ago. The Fox family was recently pinched for money and young William, when not attending school, sold newspapers and peddled shoe polish which his father made at night. The youth liked to attend the theater and whenever he could scrape together the money could be found sitting with the other gallery boys floating into the witching realm of the stage.

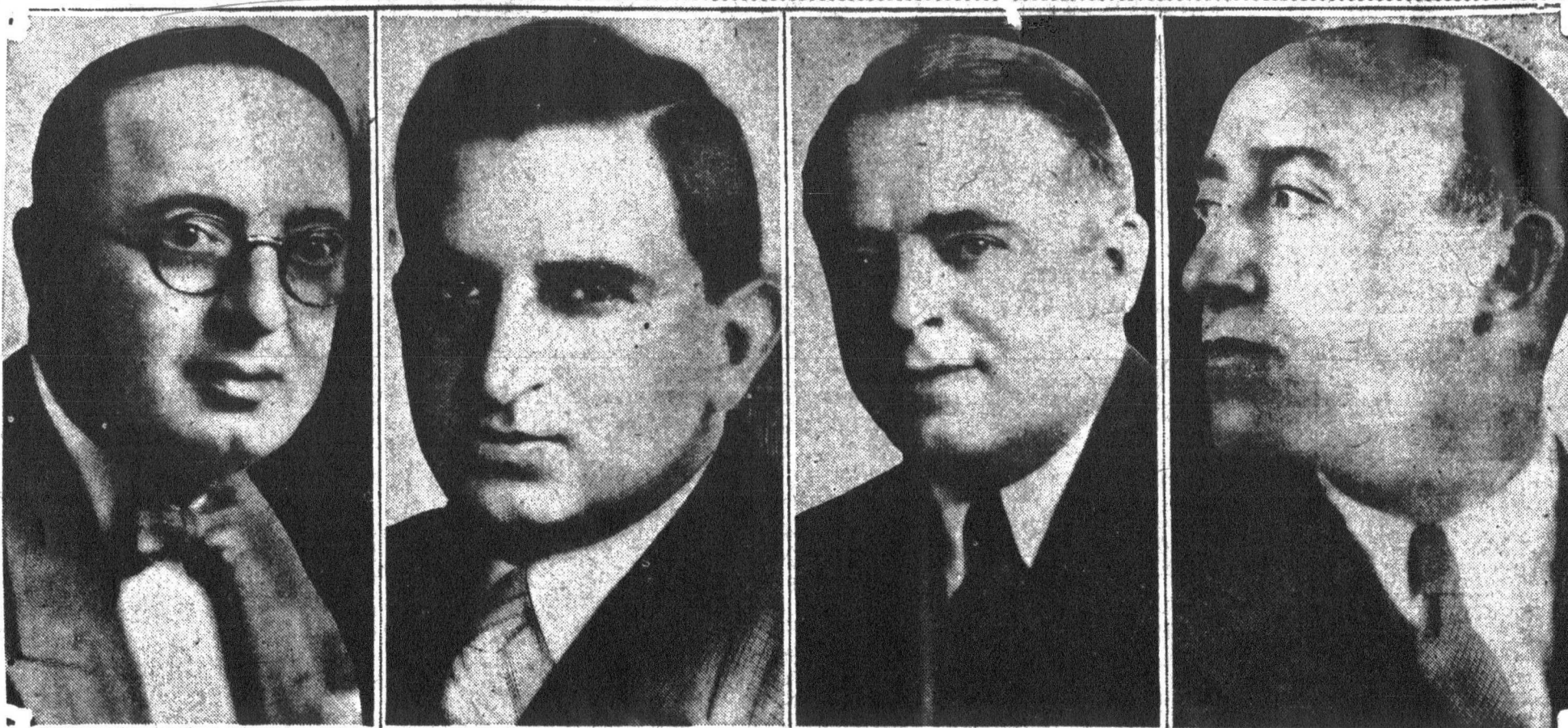
One day the boy unburdened himself to his mother, telling her that he had dreamed that some day he would own a theater of his own. She declared that he was going to make this dream come true.

STARTED IN 1903.
The fulfillment of his dream started in 1903, when William Fox inherited his hard-earned savings, amounting to \$1,000, in a penny arcade at 700 Broadway in Brooklyn. For many weeks business was at a low ebb; the venture showed nothing but losses. But Fox was equal to the occasion. He changed the style of entertainment and made it a success. Soon he purchased two more penny arcades and made successes of all of them. Next the youth leased the Dewey and Gotham Theaters in New York and the public began to ask who this man William Fox was.

This was the start, and soon the Fox theatrical holdings were increasing steadily, but always by careful and strategic moves. With a growing chain of theaters to be furnished with pictures, Fox began to find that the supply of films for himself and other exhibitors was both inadequate and unsatisfactory, so he started forming his own producing company.

Several companies were formed, but it was not until 1915 that the Fox Film Corporation as it now exists started functioning. The plan of this company called for the pro-

Men Behind Guns at the New Fox Theater



EXECUTIVES!—The four men pictured above are the executives in some way responsible for the beautiful new Fox Theater, which will throw open its doors on Christmas Day. Reading from left to right are:

Howard Sheehan, vice president of Fox Film Corporation; Harold B. Franklin, president and general manager of Fox Theaters, Western division; Winfield R. Sheehan, vice president of Fox Film Corporation, and William Fox, president Fox Film Corporation.

duction of pictures not only for the William Fox circuit of theaters, but for other exhibitors as well.

NEW HISTORY.

History of a new sort then began to be made by William Fox. A long succession of pictures that enjoyed a tremendous popularity carried the reputation of the new Fox Film Corporation to the far corners of the earth. At that time the expenditure of \$700,000 for the making of a single picture entitled "The Daughter of the Gods" was nothing short of sensational. The exploitation which was put behind this and succeeding productions proved a revelation in showmanship. Up to and including 1919, all William Fox films were made in New York and New Jersey. But in the meantime the company began the development of the immense studios at Hollywood, Cal., which have since grown to include a new plant of more than 100 acres at Fox Hills.

With his production establishment well under way, William Fox then turned his attention to the expansion of his theater holdings. Theaters

were built and acquired at strategic points of the country until in January of 1923 came the astounding news of the purchase of the West Coast Circuit of theaters on the coast. This was followed by the acquisition of 40 theaters in Wisconsin and the purchase of the Poll Circuit in New England. Other important deals followed, serving to make the William Fox enterprise one of the largest and most powerful theater operating units in the world.

RECOGNIZED TALKY.

Still adhering to his pioneering instincts, he was the first to give thought to the talking picture. Long before any of his competitors considered this development worthy of attention, William Fox had backed the experiments of Theodore Case and Earl I. Sponable in photographing sound on film by means of electric flashes. When the experiments were completed, Fox Movietone was announced to a wondering world.

Don, Iris Work Well Together

Imagine working without your wife knowing how much you make! Or, if you prefer, your husband knowing how much you make!

Well that is the way Don and Iris Wilkins, master of ceremonies and organist at the Fox Theater, which is to open Christmas Day, work it. Neither one knows exactly what the other earns.

The check which is handed to them each week is made out to "Don and Iris Wilkins" without specifying exactly how much goes to each.

The couple have become very famous on the West Coast where they have been featured together for some time.

Movie Cameraman Defies Many Undersea Dangers

It is no secret that doubles often have taken the place of leading players in doing dangerous feats in moving pictures.

In making "Men Without Women," the procedure was reversed, the leading man of the picture taking the place of a minor actor when the latter developed "submarine fright."

Kenneth MacKenna, the principal figure of this Fox Movietone picture of the undersea service, was aboard the vessel during the filming of the climax, in which 12 players are shot out of the craft's torpedo tubes as it lies wrecked at the

bottom of the China Sea. Eleven of the actors were ready to perform their stunt, but one man got cold feet at the last minute and balked. "I'll take a chance," MacKenna said. "It ought to be a great experience."

He did, and it was. At least, so he said after being hauled, half drowned, aboard the waiting boats at the surface. His first coherent remark was: "I don't know how much pay those other fellows are getting, but it ought to be twice that much."

Frank Albertson also plays a lead. There are no women in the cast.

FOOTBALL FANS TO LIKE 'SALUTE'

The likes and dislikes of the nation's millions of football fans were kept uppermost in the mind of John Ford, director of "Salute," coming to the Fox Theater Christmas Day, while the screen's first all-talking gridiron picture was in production.

Every precaution was taken to make the West Point-Annapolis game which climaxes the story not only a thrilling affair, but a technically correct one also. The Army team in the picture uses Army formations and the team representing the Navy launches the same plays drilled into midshipment at Annapolis by Coach Bill Ingram.

Players of national renown comprise the "Army" and "Navy" elevens. The referee, umpire, field judge, timekeeper and linesmen are accredited officials during the college season. Ford and a company of fifty spent six weeks in Annapolis filming scenes in and around the academy, including the football field.

George O'Brien, a former high school and college player, trained two months before work on the picture began that he might look as well as play the part of an All-American West Point halfback.

"Almost every one in America is a football fan today," Ford says, "and every one is surprisingly well informed on even the smallest details. When the people go to a motion picture theater to hear and see a football game they want enough to satisfy. A few glimpses of two teams in action won't do. They want to see the game start, see its progress, see the tide of battle

Elevators Aid To Theatergoers

No stairs to climb! When the Fox Theater at Peachtree Street and Ponce de Leon Avenue was built everything was considered which might add to the convenience and comfort of the patrons. So among other things the architects provided elevators to carry the movie fans to and from the mezzanine floors. Two elevators have been installed which the management considers sufficient to care for all the patrons who desire to ride the cars at any time.

ebb and flow and be right on hand at the climax.

"I have tried to accomplish this in 'Salute.' Thanks to the story itself, to the players and the miraculous work of Joe August, chief cameraman, and to the sound experts, I think we have captured something quite out of the ordinary."

In addition to O'Brien, the cast includes Helen Chandler, William Jannet, Joyce Compton, Stepin Fetchit, David Butler and several other featured players.

MERRY CHRISTMAS—Draperies and Rugs Hold Attention

One of the things which will immediately challenge your attention upon entering the new Fox Theater which opens Christmas Day will be the richly beautiful and harmonious draperies, rugs, carpets and seat covers. They were planned by the Greater New York Export House with a single eye to the ultimate harmony and beauty of the theater.

Congratulations to the NEW FOX THEATRE

upon their opening on Christmas Day.



(SHRINE MOSQUE)

Buchanan's INC.

ATLANTA
654 Peachtree, at Ponce de Leon

Best Wishes for the Success of the New Fox Theatre from Mandel Brothers, Chicago

Beautifully designed and perfectly appointed, the South's finest theater opens its doors. A new institution, of which Atlanta can well be proud . . . a symbol of progress, to make prouder still every person and every organization that contributed to its perfection. Furniture, lamps and art-ware in the new theater were designed and executed by Mandel Brothers' Hotel and Contract Division—and Mandel's shares Atlanta's pride.

Special design in Floor Lamps; also Stone Urns, Jars and Vases.

MANDEL BROTHERS
STATE AT MADISON

Hotel and Contract Division
Twelfth Floor

The greatest OUTDOOR ADVERTISING CAMPAIGN ever conducted in Atlanta is now being used by FOX



The evidence of FOX' belief in the power of LEGITIMATE OUTDOOR ADVERTISING should be an inspiration to every merchant and manufacturer.

General Outdoor Advertising Co.

294 Merritts Ave., N. E. Outdoor Advertising Everywhere

Phone WA. 9780

'Rocky' Newton, Georgia Boy, Heads Fox Southern Staff

WELL KNOWN IN THEATERS OVER LAND

Young Executive Has Had Brilliant Career in Country's Theaters.

Patrons of the magnificent new Fox Theater, which opens Christmas Day, have an extra reason for being proud of this mammoth palace of entertainment in that a former Atlanta boy, R. J. Newton, was selected as the divisional manager of this Fox playhouse and other Fox interests that may arise in the Southeast.

Mr. Newton, before coming to Atlanta last October, was regarded as the "crack" manager of all the managers in the Western division of the Fox Theaters. Prior to being promoted to his present position he was division manager of a string of five Fox theaters in Pasadena, Cal. His success there was so outstanding that he was the only man considered when it was determined to establish the first, of what will doubtless be a chain of Fox showhouses in the Southeastern states.

More than 10 years active experience in the theatrical business in various states in the union gave Mr. Newton a background that fitted him admirably for the responsible position as division manager for the Fox interests in the South Atlantic states.

Before joining the Fox theaters on the Pacific Coast, Mr. Newton had been associated with the S. A. Lynch Enterprises, with headquarters in Atlanta about 10 years ago. Following that connection he was located in Boston, Mass., where he was assistant general manager of a chain of over 300 theaters in the New England states. His pronounced success in that position was followed by an offer from Harold B. Franklin, president of the Western Division of Fox Theaters, about two years ago of the position of division manager of the Pasadena Division, which Mr. Newton accepted.

Mr. Newton is delighted to be back among "home folks" after all these years and states that he has elaborate plans for the Atlanta Fox Theater, which will keep it in the vanguard of Southern playhouses. Mr. Newton is regarded as one of the most capable managers in the entire Fox organization and his continued rise to higher positions is freely predicted by his friends.

Big Gun



LEADER!—R. T. Newton, one of the foremost managers in the business, is in charge of the operation of the new Fox Theater, which opens Christmas Day. Mr. Newton is division manager of Fox Western Theaters.

Couldn't Steal His Own Automobile

MERCED, Cal., Dec. 21.—This idea of sharing fifty-fifty with expenses and use of an automobile worked fine with Curtis and Charles Verain, of Livingston, until one day Curtis wanted the car when Charles had it.

Curtis wanted it so much he swore out a criminal complaint charging his brother with driving the car without consent of the owner.

In court, Curtis admitted Charles was half owner of the car. The deputy district attorney moved for dismissal on the grounds a man cannot steal his own property.

FRANKLIN LEADS HOUSES IN WEST

Poor boy—keep on trying. Earnest boy—keep on plugging. Every boy—romance still lives; ambition is rewarded; perseverance wins, and there is just as much chance today as there ever was.

For example, Harold B. Franklin, president and general manager of the Fox West Coast Theaters, a poor boy who came from a menial position to the center of interest in the theater world.

Harold Franklin started as an office boy with Sullivan, Harris & Woods, who at that time were called "kings of melodrama," because of the lurid production they made, "King of the Opioid Rings."

Here Franklin learned his trade. WINS PROMOTION.

Then a promotion from the office of the melodrama producer to the more elegant suite of George M. Cohan. Here the youngster met the great and near-great of the Broadway that Cohan made famous—the street of light and laughter, sorrow and sadness.

Then came the chance, a fly-by-night touring stock company headed for the small towns in rural New England. Strange to say, the troupe made money. Then the chance became opportunity, and the wise ones of Broadway looked up to this young producer, Harold B. Franklin. After this the one-nighters were forgotten and Franklin settled down to dramatic and musical comedy stock companies in New England. New York, both city and state. Later vaudeville claimed his attention and about this time Mike Shea was building his Hippodrome Theater in Buffalo, N. Y.

In theater circles this new playhouse was looked upon as Shea's folly, because it had 5,000 seats and a stage almost as large as the New York Hippodrome. Shea picked Franklin as the manager, and from the very first night the theater was a sensational success.

FAKED HUGE TASK. Coming into New York, Harold B. Franklin faced a herculean task. The theater operating department of the organization needed the strong hand of an iron will and the imagination of a genius.

Franklin supplied both. He built the then Paramount Theater Company into what is now known as "Public." He linked the loose ends of the far-flung circuit with strong affiliations and with well-thought-out amalgamations.

In 1925 Franklin came to the then called West Coast Theaters, and since assuming charge of this circuit he has affiliated it with the William Fox organization. He also added scores of other theaters to the circuit until now, with the opening of the Fox Theater in Atlanta, this unit of the Fox organization is one of the strongest in the Fox national chain and is everywhere hailed as a model operation.

Opening Day Attraction



ATTENTION!—George O'Brien and Helen Chandler are the stars in "Salute," the opening screen attraction at the new Fox Theater, which will open on Christmas Day. They are pictured above.

When the girl yae dreamy youth loves is about to be swept away from him by his famous kinsman, he rises in revolt and things begin to happen.

Miss Chandler's part in "Salute" is her first since Fox signed her to a long-term contract following completion of her role in the Broadway production, "The Marriage Bed."

Cow's Kick Breaks Little Girl's Ribs

FRANKFORT, Ind., Dec. 21.—Jane Allen, 11, of Oak Park, Ill., visiting on a farm near here, is recovering from two fractures of her left arm, a broken collar bone and two staved-in ribs received when she was kicked by a cow.

Jane saw a cow swishing her tail and thought the tail would make a good swing. She grabbed it and held on till the cow kicked herself loose.

'SALUTE' WILL BE ON SCREEN

A Fox Movietone all-talking picture, "Salute," played against the romantic backgrounds of Annapolis and West Point comes to the Fox Theater opening week. It was directed by John Ford, and it is said to be packed with drama and thrills.

The story is by one of America's most popular authors, Tristram Tupper, and John Stone, expert writer for the audible screen. Two months were spent filming action on the original locations. The cast obviously was hand-picked. The picture's climax reaches its height in an Army-Navy football classic at the Polo Grounds, New York City.

Heading the cast are George O'Brien of "Sunrise" and "Noah's Ark" fame, and Helen Chandler, widely known Broadway actress. In support are William Janney, Joyce Compton, Stepin Fetchit, negro comedian; Frank Albertson and other favorites.

"Salute" is a gripping, sincere drama of two boys and two girls, told in a refreshingly different way, it would seem from reports. The boy, George O'Brien, is an athletic hero at West Point—an All-American halfback. O'Brien's brother, William Janney, is a midshipman at Annapolis, a dreamer who neither understands nor is interested in his brother's get-what-you-go-after attitude.

When the girl yae dreamy youth loves is about to be swept away from him by his famous kinsman, he rises in revolt and things begin to happen.

Miss Chandler's part in "Salute" is her first since Fox signed her to a long-term contract following completion of her role in the Broadway production, "The Marriage Bed."

Janney is expected to establish himself in immediate favor with his work as the young midshipman who triumphs over his inferiority complex as well as over great physical odds. Janney also was graduated to the speaking screen from the stage. O'Brien should be ideal as the West Point zirdiron hero whose joy in his younger brother's victories on the football field and in love overshadow the bitterness of his own defeat.

Director Ford apparently has scored what Hollywood critics regarded as an unusual triumph in the staging of the football sequences. The first battle of its kind made with dialogue and all the sounds attendant upon a huge plekin classic should afford rich material for the man who made "Four Sons." These scenes are really a quarterback's view of the big game.

Elevators Aid Theatregoers

One of the many new things which will be shown Atlantans upon the opening of the new Fox Theater on Christmas Day will be the orchestra and console of the organ operating on and the elevator which will allow them to be raised to the level of the stage or lowered out of sight when the program demands either.

The elevators on which these two will operate are of the most modern type and were installed by Peter Clark, Inc., of New York City.

GEORGIAN HOTEL ACROSS STREET

Across the street from the new Fox Theater, at Ponce de Leon and Peachtree Street, is the Georgian Terrace Hotel, an Atlanta institution of high standing. For many years the Georgian Terrace has been one of Atlanta's leading hotels.

It is expected that many visitors to the new theater, opening Christmas Day, will make their headquarters in the hotel during their stay.

AFTER
THE
SHOW



THE
PLACE
TO GO

Special Matinee Luncheons and After-the-Show Dinners

In addition to our regular all-day-till-midnight service we are now pleased to announce that we will take especially good care of theater parties and groups attending the Fox Theater. Here you will find the most delicious and varied menus appetizing and quickly served.

"Just a few doors from the New Fox Theater"

RECTOR'S CAFE

620 Peachtree Street, N. E.

THE
+COX-CARLTON+
683 PEACHTREE STREET N.E.
ATLANTA, GA.

---Atlanta's Distinctive Hotel extends a most cordial welcome to its newest neighbor institution---the splendid FOX THEATRE just across the street.

AN IMPRESSIVE address is merely the first of a long list of advantages that are yours when you make the Cox-Carlton Hotel your Atlanta home. Whether you plan to stay for a day, a week-end, a fortnight or wish to take accommodations on lease for a stipulated time, the comfort and metropolitan appointments of this modern and friendly hotel will thoroughly delight you. The Cox-Carlton's location is ideal. Near the uptown shopping district, the business center, theatres, churches, etc., guests also find the hotel itself offering a spacious lobby, a perfectly appointed lounge, private entertainment room and dining room with cuisine unexcelled.

SERVICE COMPLETE IN EVERY DETAIL

RATES:
\$2.50
to
\$4.00
Per Day



Atlanta's Distinctive Hotel

Special Rates
By Month
By Lease
or
En Suite

"Across the Street From the New Fox Theatre"

Another
NORTH SIDE
ASSET

THE NORTH SIDE

YESTERDAY... TODAY...

A vast tract of land, unrelated in its development to the city proper, gradually made the site of finer homes and the more progressive business establishments by men and women of vision and great resources. Peachtree Street stretched to the north and became one of the world's most noted thoroughfares.

Ninety thousand people, including a hundred men whose resources approximate hundreds of millions, now reside in the north side area—happy, prosperous, home-owning, whose buying power totals nearly half that of the entire city. Schools, colleges, churches, suitable businesses, and amusements combine to make the North Side supreme today.

The FOX THEATRE and NORTH SIDE HOME NEWS mean even greater North Side Progress Tomorrow.

The Fox Theatre's position in North Side means much for the section, for it, like the North Side Home News, is founded upon the sure purpose of building a greater city and section. The North Side Home News handles the social and commercial activities of the North Side with sympathy and understanding, and will be found ever championing the cause of the section it serves.

NORTH SIDE HOME NEWS

Matt G. Perkins, Editor and Publisher

215 Zahner Building — 1000 Peachtree St., N. E.

Telephone HEMlock 1247



H 6

HEARST'S SUNDAY AMERICAN—A Newspaper for People Who Think—ATLANTA, DECEMBER 22, 1929

Atlanta Agog as Hour of Fox Opening Approaches

ATLANTA AGOG OVER OPENING CHRISTMAS DAY

Big Theater Will Open Its Doors for Fans at 12:45 o'Clock.

With all Atlanta rapidly approaching that state known laconically as being agog over the opening Christmas Day of the magnificent new Fox Theater at Peachtree and Ponce de Leon, there comes to this city a further enthusiasm in the gala program that has been prepared for the occasion.

"Salute," the opening picture, has the distinction of being the first talkie ever to be filmed on the historic grounds of West Point and Annapolis. Many weeks of hard preparation and training were necessary before many of the characters could accurately portray the military roles they were cast in. George O'Brien, William Janney, Helen Chandler and Joyce Compton are among the stars that will be seen in this good picture, which is based on a real life story.

STAGE SHOW. "Beach Nights," one of the 75 Fanchon & Marco "Ideas" now playing before appreciative audiences from coast to coast, will be the opening stage show at the Fox. This unit carries 42 people, mostly pretty girls, including the famous "Spunkiest Beauties" of California fame. Several good specialty acts are included in the revue, which is augmented by a local dance chorus of 12 charming Atlanta girls, combining the permanent ballet of the Fox Theater.

In addition to the above two feature attractions there are many other programs to commend the inaugural program to the patrons opening week. Don Wilkins, as master of ceremonies, Iris Wilkins, console artist at the world's wonder organ; Fox Movietone News, selected short subjects, the Fox Grand Orchestra, under the direction of Enrico Leide, presenting "This Shrine of Beauty," with choral ensemble. All in all, a wonderful program in the South's finest theater.

The projection room at the Fox is "the last word" in equipment of its kind, with three large super-Slimex projection machines, the most modern yet constructed and including features that have never been built into any other projection machine yet made. In addition, there are spot lights, search lights, machines for throwing any combination of colored lights and many other accessories that will place the Fox projection room far ahead of any other in the country for complete ease of equipment. The searchlight carbon will give a magnifying effect on the screen and the size of this screen will enable the Fox to show the largest pictures in the

Manager



HAS CHARGE—R. G. McHale, pictured above, is resident manager of the new Fox Theater, which opens its doors on Christmas Day. He was at one time in charge of one of the leading theaters on the West Coast.

world. J. J. Kieley, projection supervisor for Fox Theaters, directed the installation of all the projection room equipment in the Atlanta Fox Theater.

LIGHTING EFFECT. The lighting effects at the Fox in conjunction with the magnificent stage sets have been pronounced the most wonderful anywhere. A recently perfected material used on a number of these beautiful drops permits the passage of light in such a way as to give a conception of depth and distance never before attained. Innumerable color combinations can be had through the unique lighting arrangement and this feature alone will cause considerable admiration when it is used in Atlanta for the first time at the new Fox. There is a "Golden Forest" set that, with the various lighting effects that can be played upon it turns to the green of midday, the rose of dawn or the red of sunset.

THEATER HELPS REAL ESTATE

By BOYD TAYLOR.

Construction and leasing of the Fox Theater building constituted probably the largest real estate development for Atlanta in the year just closing. Aside from the significance of the investment and lease figures, this mammoth theater development already is enhancing the value of real estate for several blocks in every direction.

The site of the theater and the adjoining stores was acquired by the Shrine in 1922. The plot measures 180 feet on Peachtree Street and runs back 300 feet on Ponce de Leon Avenue (formerly Kimball Street). Several fine old homes formerly stood on the property.

The shrine paid \$187,000 for the major portion of the property, according to records, and smaller sections were added at costs that totaled about \$225,000. The present structure is considered to represent an investment of \$2,000,000.

The building is owned by the Shrine organization, and this order has reserved in the building its executive offices and a meeting hall, in addition to reserving the entire theater auditorium for six ceremonies each year. Leasing of the mammoth auditorium, lobbies and offices incidental to operation of the magnificent new Fox Theater constituted, of course, the major deal. The theater's rentals for the 21-year period named in the lease will total \$2,205,000. The lease terms were \$100,000 annually for seven years, \$105,000 for the next seven years, and \$110,000 for the final seven years.

Nine shops and stores have been provided, seven of the Shrine Street side and two on Ponce de Leon. At present rentals, these bring a total of \$25,200 each year. Some of the tenants are: Jacob's Pharmacy, Buchanan Millinery Shop, Westview Florists, Kohler the plumbing concern, Blue Goose Gift Shop, Two Crows Art Shop and several novelty stores. The Buchanan and Westview stores were leased through Adams-Cutts Realty Company.

Gresham Has Store In New Building Gresham's florist shop will occupy the corner office of the new Shrine Mosque, which will be officially opened when the Fox Theater begins operation on Christmas Day. B. G. Broune, widely known local florist, is manager of the store and his wide experience in flowers enables him to care for the most particular customer.

MERRY CHRISTMAS—Hardware Enhances Beauty of Theater Beautiful hardware adds much to the beauty of the new Fox Theater, which will open its doors on Christmas Day, with the featured picture, "Salute," and stage shows by Fanchon and Marco. The hardware in the building was furnished and installed by the Shapleigh Hardware Company, of St. Louis, Mo.

MIRACLE CITY IS FOX HOME

A "Miracle City"—a dream come true—representing an investment of \$10,000,000, is the home of Fox Movietone productions at Fox Hills, Westwood, on the outskirts of Hollywood.

The idea and plans for this miracle city were conceived and executed by William Fox, president of the Fox Film Corporation.

For more than three years, the head of all Fox enterprises, in justification of his vision of motion pictures with sound, spent money prodigiously in financing movietone research work, in experimentation in perfecting details, with the result that he is enabled to give to the world in the very near future this permanent home for Fox talking pictures.

40 ACRES. The Miracle City covers 40 acres, lying across the southern end of the Fox Hills studio, 10 miles west of Hollywood.

As late as July 28 of this year the site of the Miracle City was just California acreage, covered with cactus and scrubby grass.

Twenty-five buildings comprise the group. Four of them are each 212 feet long and 165 feet wide. The walls are 45 feet high. In each of the four buildings are two sound-proof stages, making eight in all, each with its own equipment, apparatus rooms, test laboratories and projection rooms.

LARGEST ORGAN. On the second floor of Stage No. 1 is the largest Wurlitzer organ ever built. The administration building is 210 feet long and 60 feet wide and is topped with a decorative tower 75 feet high. At the extreme back portion of the walled city are two 100-foot towers. One is the cooling tower for the air conditioning system; the other is the gravity tower, the base of the automatic sprinkler system.

There is a recital hall fully equipped for auditions; a test laboratory and a building for the film editors. The large generators necessary to supply electric power to the entire city are housed in another building. Statistically, into this "Miracle City" were poured 2,100,000 feet of reinforcing steel; 240,000 square feet of pavement in streets.

About 1,200 skilled workmen labored seven days a week in three eight-hour shifts.

BUILT BY FOX. This is the Fox Movietone City built by a pioneer in the industry, a man who has always kept pace with its growth and development. This is the Miracle City—William Fox's dream come true—that is sending out into the world millions of feet of talking and sound film that is going to spread happiness the like of which was undreamed of but a few short years ago.

This is the city that will turn out sound and talking pictures that will be shown in Fox West Coast theaters, represented in San Diego by the new Fox, the Fox California, Fox North Park, Fox Fairmount and Fox Egyptian theaters.

MERRY CHRISTMAS—

Doped, Robbed, Woman Reports

OMAHA, Dec. 21.—Mrs. C. L. Goltry, No. 2112 Douglas Street, reported to police that she had been taken for a ride and drugged and robbed by two men in a yellow truck.

Mrs. Goltry said she met the two men, who claimed they were from Kansas City, and they came to her home and asked her to go riding. While they were riding the men forced her to take a drink, which put her to sleep.

While she was under the influence of the drink she was robbed. The two men took her home and she did not wake up until the next day.

Mrs. Goltry gave police a description of the two men. One was about 30, 5 feet 9 inches tall, weighing about 140 pounds, and had a mustache. The other was about 25, 5 feet 9 inches tall, weighing about 150 pounds, and wore glasses.

MERRY CHRISTMAS—

Drives Sick Man Home; Robs Him

CHICAGO, Dec. 21.—L. T. Moore, drinking a bromo seltzer in the drug store, admitted he was sick as he looked. A stranger offered to drive him and his car home to No. 104 South Harvey Avenue, Oak Park.

But when they got there the stranger told Moore he was a gunman and required Moore's watch, cigarette lighter and \$20. Moore handed them over and the stranger climbed out of his car. Then Moore rushed in and called Sergeant James Skala of the Oak Park police.

Sergeant Skala went to the nearest elevated station and arrested Philip Mataglia, of No. 1154 West Ohio Street.

MERRY CHRISTMAS—

\$500 Dog Saved From City Pound

CHICAGO, Dec. 21.—A German police dog, valued at \$500, about to be put to death in accordance with Evanston dog pound regulations, was rescued when City Collector S. G. Ingraham offered the animal a home.

In the five days that the dog had been in the pound, his master had not appeared to claim him. Geno de Sarvi, the dog catcher, broadcast appeals for some one to take the dog. No offers were received.

Trains Boys



IN CHARGE—R. G. McHale, pictured above, is in charge of training the corps of attendants who will be employed by the Fox Theater.

Golfer Claims 90-Mile 'Drive'

WANAHACHEE, Texas, Dec. 21.—Golf enthusiasts who enjoy "nine-teenth-hole" discussions about spectacular performances on the links should display much interest in the news that has emanated from Waxahachie Country Club.

A dub golfer was practicing shots with his masher. He knocked a high one which landed on an air-mail plane just taking off from a field nearby. The ball was carried 30 miles, a distance of about 158,400 yards.

The driver of the ball claims the longest drive in history.

LAUDS SHEEHAN FOR GOOD WORK

"He is the outstanding genius in the field of motion picture producers and I wish I had put him in charge of my production eight years earlier."

Such is the tribute paid to Winfield H. Sheehan, vice president and general manager of the Fox Film Corporation by William Fox himself.

Sheehan is a former newspaper man who threw his lot with the William Fox organization many years ago and now is generally credited with having lifted Fox pictures to their present pinnacle on the production side.

SELDOM SEEN.

The people of Los Angeles and Hollywood know very little of Winfield Sheehan except by reputation. He is seldom seen at social functions, spending practically all his time at the studios. He is in complete charge of an army of 25,000 employees, spends hundreds of millions of dollars a year producing pictures, contracts the biggest stars in Hollywood, buys stories from world-famous authors and chooses players that he believes will become screen favorites in a few years.

In the production field Sheehan first came into prominence as the sponsor of the William Fox screen version of "What Price Glory." To the astonishment of all Hollywood, he chose Victor MacLaglen, an obscure bit player, Dolores Del Rio, an unknown quantity and Edmund Lowe, who had previously been identified with matinee idol types for the tough, virile roles of this virile drama.

JUDGMENT WINDICATED.

His judgment was more than vindicated by the success scored by the picture. Soon after that came "7th Heaven" and other distinctive achievements such as "Four Sons," "Street Angel" and "Four Devils" followed.

At the present time Sheehan is busily engaged in lining up the Fox program of all-talking pictures for the coming season.

MERRY CHRISTMAS—

Canada Puts Curb On Immigration

OSLO, Dec. 21.—Paced with the new immigration restrictions to the United States, Norwegians anxious to emigrate laid their plans to go to Canada instead; but there they have also suffered a check because the Norway representative of the Canadian Pacific Railway has issued a warning that employment prospects in farming, lumbering and household service are poor for the balance of this year.

This is due, it is said, to the partial failure of the wheat crop, which will probably have an important effect on the spending power of the country as a whole. A contract for the emigration of a great number of lumberjacks has been canceled.

Franklin Praises Spirit of Atlanta

The completion of the new Fox Theater, Atlanta, admittedly one of the finest theater buildings in the United States, is both important and gratifying to the William Fox organization; but this pardonably selfish satisfaction is far overshadowed by the importance to Atlanta of this great development, made possible by the Shrine. This palace of entertainment is a reflection of the growth of Atlanta and the Southland.

The Fox organization is proud and content to be just one unit of this evidence of growth of a great city.

We are grateful to establish our activities here, and we will endeavor to prove worthy of the support of the people of Atlanta by presenting the best of entertainment in an atmosphere of friendly service.

The Fox organization feels that in stepping into this magnificent home it is impelled to give its loudest cheers for the city itself and its citizens who are ever moving forward in its civic, commercial and financial progress.

That William Fox is a firm believer in Atlanta and takes an active interest in its progress is a matter of pride to those in charge of his company's interest here. The secret of the success of the Fox theaters wherever they operate is their integral part of the communities they serve.

The Fox Theater pays deserved tribute to the spirit of Atlanta, which has made this magnificent edifice possible.

FOX THEATER,

Direction of Harold B. Franklin.

Cloudburst Bares Gold on Hillside

LAKE CITY, Col., Dec. 21.—The dark cloud that brought a cloudburst into this vicinity a few weeks ago has had a golden lining and a miniature gold rush is on. The cloudburst sent streams of

water coursing down hillside over land rich in gold and silver ore, washing the earth away from veins of metal.

Scores of prospectors have come into the district. Many of them remember back 23 years when the Lynd brothers found gold and silver ore which netted them \$5,000,000 lying on the surface after a cloudburst.

PARK YOUR CAR

300 FEET FROM THE FOX ENTRANCE

JUST BELOW THE FOX THEATRE

JOHN W. LLOYD

30 PONCE DE LEON AVENUE (OLD KIMBALL STREET)

THE officers and personnel of the Citizens & Southern National Bank join with the Fox Theatre and Yaarab Temple in celebrating the opening of the magnificent new Fox Theatre and Shrine Temple.

As an organization we wish Atlanta's newest theatre all the success possible in the "Theatre Capitol of the Southeast," and congratulate the Temple on its outstanding accomplishment.

CITIZENS & SOUTHERN NATIONAL BANK

Athens
Macon

Atlanta
Savannah

Augusta
Valdosta

FINISH HARDWARE of RECOGNIZED MERIT

JUST as in thousands of fine structures throughout the country--the Sargent Locks, Rixson Floor Closers, Norton Checks and McKinney Butts for the Shrine Mosque and Fox Theatre were furnished by the Shapleigh Hardware Co., of St. Louis.



HEARST'S SUNDAY AMERICAN—A Newspaper for People Who Think—ATLANTA, DECEMBER 22, 1929

Enrico Leide Offers Atlanta First Singing Ensemble

**MUSIC MASTER
TRAINS CHORUS
FOR OPENING**

Weeks of Preparation Develop
Fine Voices for Regular Feature.

With more than half of the members of the chorus ensemble of the Fox Theater having had professional experience ranging from a few months to several years and the remainder pupils of renowned teachers, Director Enrico Leide is finding his work of training them for the gala opening of the theater on Christmas Day a task of simple proportions.

The chorus of 20 voices, composed equally of men and women, has been rehearsing nightly in the music room of the theater since last Monday. Last night as an appreciative day and will continue till opening observer listened in, they sang "This Shrine of Beauty" so magnificently that they appeared ready for the opening a full week in advance.

LEIDE DELIGHTED.
Director Leide expressed himself as being delighted with the rapid progress the chorus is making and stated that with just a few more rehearsals the most critical audience could find naught but praise for them. Those composing the ensemble and their trainings are:
Katherine Kay, soprano; graduated from Atlanta Conservatory of Music at 18 and was offered a role in the Chicago Grand Opera Company by Tito Schipa a year before graduating, but declined.

Johnnie Kline Cleveland, soprano; studied in Griffin, Ga., under Mrs. Elizabeth Huff Wilson and Professor Waters at Brenau College. Has had considerable experience singing in church choirs.
Carolyn Sparling Nesbit, soprano; graduate of Kimball Hall, Chicago, studied under Dr. Huestler, Chicago, and many others; several years' concert work, including two seasons with Redpath Chautauque; toured the United States several seasons at the head of her own concert company. Is a native of Chicago, Ill., but has been living in Atlanta for the past ten years.

GOOD SOPRANO.
Imogene Harralson, soprano; has been studying under Mrs. Louis H. Johnson for the last three years; at present soloist with Agnes Scott Glee Club.

Elaine Vining Sullivan, soprano; graduate of several well-known conservatories of music; recently a student of Frank M. Charlton, director of the Antiphonal Choir at the Peachtree Christian Church; at present a soloist at the Central Congregational Church.

Music Leader



DIRECTOR! — Enrico Leide, one of Atlanta's foremost musicians, will be in charge of all musical offerings at the new Fox Theater, which is to throw open its doors on Christmas Day.

ent a soloist at the Central Congregational Church.

Elaine Levkoff, alto; studied with Gertrude L. Johnson in Atlanta and with Professor Ruger at Brenau College.

Hilda Muench, alto; studied with Professor Puttman at Shorter College; at present a student of Mrs. Carroll Summers in Atlanta.

Mary Fleming, alto; graduate in voice at Agnes Scott College; at present studying with Mrs. Louis H. Johnson.

SCHOOL GRADUATE.
Manora Conley, alto; graduate of voice department of Sullins College, Bristol, Va.; has studied in Atlanta under Mrs. Bateman, Mr. Leide and Mrs. Hugh Hodgson.

**NEW THEATER
HOLIDAY GIFT**

For the same reasons the modern master architectural critic, Frank Lloyd Wright, has stated that "architecture is frozen music," the magnificent new Fox Theater at Peachtree and Ponce de Leon, which opens Christmas Day, has been glorified by Southern style as being a "rhapsody in stone."

"This palace of the cinema and stage is truly Ponce de Leon translated in Occidental language through a medium of stone, marble and golden materials and making its gradual appearance as temples do in our dreams when the 'magic carpet' carries our fanciful imagination through a towering dreamland. It has been thus. Today it stands completed and ready to offer you the apex of entertainment through the various mediums at its command."

Rising as though through an oasis and flanked with stepping terraces and winding stairways, this monument of colorful masses and motifs, leads the eyes of the observer towards a towering minaret where one can almost visualize at sunset the strange silhouette of the minaret and hearken his calling of the faithful to evening prayer.

The impressive and opulent splendor of the Moorish arts displayed in the old-world temple has been brought for our enjoyment right to the heart of modern Atlanta. Its center at the Ponce de Leon entrance rises above a body of imposing archways and windows as a priceless jeweled crown, a majestic copper and bronze dome with a glittering gilded finial supporting that mystical emblem, the crescent.

On the Peachtree front where a deep and mysterious arcade leads the incoming patrons to the inside foyer two minor minarets are buttressing the great signs and marquee. At night myriads of lights arranged in decorative groups and patterns will form an intensive and lively frame around the monographic letters of the Fox Theater. The symbolic star motive has been used in the illuminative scheme of the marquee ceiling.

The sky line of the Shrine Mosque in which is housed the new Fox Theater is distinctly Moorish. Minarets, towers, battlements meet the eye on every hand to dispel any suggestion of monotony.

Inside there is splendor and luxury all about you. The auditorium section has been conceived in a way to produce the same atmospheric impression as one beholds on the exterior. Minarets, glittering domes, turrets and crowning battlements run in steps up the side walls, which are joined together by a tremendous stone-arched bridge of Oriental design spanning the auditorium along the stage side.

The most beautifully illustrated book telling of the stories of the "Arabian Nights" would not supply the imagination with a picture that would approach the scene of magnificent splendor one can get from any point in the vast auditorium.

Big Shots From 'Salute'

The departure of William Janney for Annapolis, where generations of his forefathers started history-making careers, his arm across the shoulder of his older brother, George O'Brien, athletic hero of West Point.

O'Brien's easy, smiling way with Joyce Compton. Deliberately walking away and taking another partner in the dance because he had been kept waiting five minutes.

Janney attempting to screw up courage to proclaim his love to the red-headed, light-headed vamp, Joyce. Unable to make the grade because of his bashfulness.

Stepin Fetchit shuffling in with his fade-away voice, seeking to borrow an admiral's uniform to wear to a costume ball.

Janney, Albertson and other plebes solemnly and earnestly swearing allegiance to the Constitution of the United States.

Starter's gun in the West Point Annapolis swimming meet in the naval academy plunge. Splash of the swimmers taking the water; the swishing battle to the finish, with the stars cheering. O'Brien winning by an inch.

Janney taking Helen Chandler, sweet, demure, loyal to the prompt, Janney's eyes following Joyce's every movement.

Helen, understanding Janney's puppy love for the vamp, proving her sportsmanship by giving him advice on how to win the heart of her rival.

The homely midshipman getting the universal turnaround as he seeks to line up dances for his sister.

Finally finding a victim in George O'Brien. The girl appearing on the stairs, a positive vision, the most beautiful girl there.

Football practice. The spanking slap of shoulder pads on tackling dummy. Janney, pathetically thin and small, being told to turn in his suit.

A year later Janney making the football squad as a substitute end. Expressing his regret to Helen Chandler that she will not be able to see the game with Army in New York. Janney babbling about giving his tickets to Joyce Compton.

Janney's consternation when Helen tells him she is to see the game as the guest of his brother, George O'Brien.

Janney's awakening to the fact that Helen is the girl he loves. His growing resentment toward his brother.

The big game. The crouched lines. Signals. Snapping of the ball. Crashing of the two forces. The whim of tackler against ball-carrier, thud of hurtling bodies on the turf.

Janney on the bench, raging inwardly as his brother achieves new triumphs, smashing through the Navy defense.

Injury of the regular end and of the first-string substitute, Janney in the game at last. Tense, grim.

**DON AND IRIS
WELL-KNOWN**

Don and Iris! Names to conjure with in the theatrical world.

At the magnificent new Fox Theater, which opens Christmas Day, Don will be master of ceremonies and Iris will be the organist.

Iris, as organist at the Fox Theater, will introduce more innovations in music at the console of the wonder organ at this magnificent theater than most people ever thought.

To begin with, Iris has the distinction of being the greatest woman organist in the world—and those who have heard her play rise to inquire, why limit her artistry to women?

Undoubtedly she is mistress of the console, and when she takes her seat before it on Christmas Day everyone within hearing of her heavenly music will be ready to accord her unstinted praise.

Don, as master of ceremonies at the Fox, will enhance every program he presides over. Don has a way about him that makes him immediately popular with his audiences.

His ease of carriage, his graceful mannerisms and his delightful chatter with the patrons puts everybody in good humor instantly. Don will introduce the various acts in the Fanchon & Marco "Ideas" as they appear on the stage and in between times will lead the 18-piece stage band, with occasionally a bit of solo work of his own.

MERRY CHRISTMAS—
Wife Won't Talk, He Asks Divorce

SAN FRANCISCO, Dec. 21.—Ronald H. Mercereau has been given a divorce from Saralee Mercereau because his wife refuses to talk to him.

When they were alone, or even if they had company, she would not direct a word his way, Mercereau is a bond broker.

**Famous Songs
In Opening Bill**

Two of Annapolis' most famous songs, "Anchors Aweigh" and "The Navy Blue and Gold," which are used by the United States Naval Academy students in rooting for their crews, football teams and other athletes, are heard in "Salute," the West Point Annapolis film classic which comes to the Fox Theater Christmas Day.

These stirring numbers are incorporated into the thrilling all-talking Fox Movietone picture in several places. The Annapolis 70-piece band plays them and a thousand midshipmen sing them. West Point's athletic battle hymns also are heard.

An Army-Navy football game at the Polo Grounds, New York, provides the climax of the story which features George O'Brien, Helen Chandler, William Janney, Stepin Fetchit, Frank Albertson, Joyce Compton and others.

John Ford directed "Salute," which was written by Tristram Tupper and John Stone.

**NOTE OF THANKS
ON STOLEN AUTO**

NEW PHILADELPHIA, O. Dec. 20.—A polite note of thanks was found pinned to the seat of a car stolen from G. A. Abbott, secretary of the Chamber of Commerce here.

The "borrower" used the car for several hours.

—MERRY CHRISTMAS—
Leaving Plane, He's Hit by One

PALTO ALTO, Cal., Dec. 21.—Herbert Fowler, Pasadena broker, was injured as he stepped from a plane in which he and Mrs. Fowler had flown here from Los Angeles. In some manner an ascending plane "flicked" him with a wing, knocking him to the ground. He was taken to the Palo Alto Hospital with face cuts and possible spinal injuries. The identity of the pilot whose plane struck Fowler was not ascertained.

**We Study Your Type
And Help You to Develop
Personality and Individuality**

Beauty is a matter of using the proper methods and treatments to enhance your personality. Each patron here receives individual study and treatment. We build your beauty on a sure foundation. Consult us.

We Extend Our Heartiest Congratulations to the New Fox Theatre
ANDERSON & MEGEE
BEAUTY SPECIALISTS
627-A PEACHTREE STREET PHONE WA. 9495



The Roxy Theatre, New York
The Ziegfeld, New York
The St. Louis Fox
The Detroit Fox
The San Francisco Fox

The Atlanta Fox

and a hundred other theatres
throughout the nation equipped by us

Back of the perfect performance that you enjoy at the FOX THEATRE will be thousands of dollars' worth of scientifically-designed equipment working with the utmost precision and efficiency. We furnished and installed this equipment for the FOX, just as we did for most of the big theatres of the country.

Orchestra Organ, Movietone and Stage

ELEVATORS—

Stage Counterweight System for Curtains—
Movable and Stationary Light Bridges—
Asbestos Curtain — Stage Rigging, Etc.—

PETER CLARK, INC.

534-550 West 30th Street
NEW YORK



PIPE ORGANS

Hagerstown, Maryland, U. S. A.

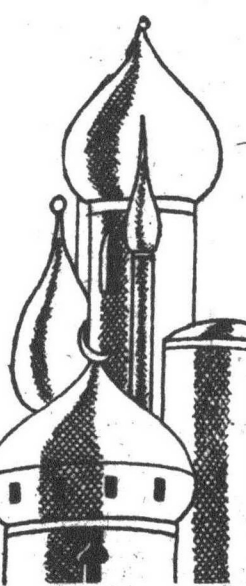
---has equipped Atlanta's
beautiful new Fox Theatre
with one of the finest and
most complete organs in
the world---

The true personality of the magnificent New Fox Theatre will be immediately impressed upon you on the occasion of your first visit by the rich, melodious tones of the big MOLLER ORGAN. This organ... one of the largest ever built for any theatre... is the last word in a theatre organ, being designed with additional celestial organ for pastoral scenes and other effects. In addition, it has more traps and effects than have ever been incorporated in any other organ. The Moller "De Luxe" unit mechanism assures greatest speed, durability and colorful musical effects and enjoyment. You will enjoy EVERY feature of the Fox. We congratulate the Fox interests as well as the people of Atlanta upon the opening.

---the Moller organ will
double the pleasure of your
visit to the FOX---

M. P. MOLLER, INC.

Hagerstown, Md.



Moller Organs Are Built in the World's Largest Organ Factory

Fanchon and Marco Bring Stage Shows to New Theater

FAMED TEAM WELL KNOWN IN THE WEST

Famous Producers to Bring Weekly Change in Stage Offerings.

A brother and sister dancing team had the rate patrons of San Francisco busy tapping the tables for more. The year was 1924 and the prospects were rosy. How rosy, neither Fanchon, the sister, nor Marco, the brother, even dreamed.

At this time, stage presentations in motion picture theaters were unheard of. The dancing pair thought it up right out of their heads and discovered that theater owners looked askance at them and quietly set them down as crazy. Both of them.

How crazy they were was demonstrated when A. M. Rowles, manager of the Warfield Theater, gave the pair a chance to present in act on the Warfield stage—and then—There's little use in recounting all the rest of the story. In spots it reads like one of Grimm's fairy tales. It takes an agile imagination to keep up with it, but San Diego theatergoers can testify that neither Fanchon nor her brother, Marco, were unsteady in the head. The name of Fanchon & Marco has become a household word. The length and breadth of the Pacific coast was covered by the Fanchon & Marco "Ideas" when the West Coast theaters embodied these brilliant stage presentations as parts of the program in a group of their key houses, but when William Fox purchased the West Coast group, things began to happen with a surprising speed for the two who had dreamed dreams when they were dancing in the San Francisco cafes.

Under the hand of Fox, the theater enterprise expanded until it was a coast-to-coast organization, and as it grew, Fanchon & Marco grew with it. The "Ideas" continued to come at the rate of one a week, but instead of touring the coast, they were routed over the vast circuit that seemed to spread, mushroom like, over the entire country. Fanchon & Marco's stage presentation dream began to assume the proportions of a most tremendous reality.

Today, the popular Fanchon & Marco "Ideas" which show in Atlanta every week, travel over the country. Were it not for the season, they would probably go farther than this, but it is not beyond the bounds of possibility that sooner or later the ocean itself will be spanned by the "Ideas."

Another innovation in the local presentation policy is the introduction of a permanent beauty cushion, which will remain here at the new Fox Theater. These young women, 12 in number, will stay here and will work with each "Idea" as it comes along, thus augmenting the beauty lineup which provides so much brilliance and dash for the shows.

MERRY CHRISTMAS—
Girl, 18, Mother Of Caesarian Trio

SAN FRANCISCO, Cal., Dec. 21.—Newly arrived Caesarian triplets and their 18-year-old mother, all four reported "doing nicely."

The young mother, Mrs. Laura Paul, reached the hospital from her Mill Valley home late the other night. The triplets are two girls weighing 4 pounds 12 ounces and 4 pounds and 2 ounces, and a boy of 3 pounds 12 ounces. They were named Laura, Gertrude and Victor.

MERRY CHRISTMAS—
Last Pony Express Rider Dies at 81

SACRAMENTO, Cal., Dec. 21.—Thomas J. Reynolds, 81, believed to be the last surviving pony express rider, is dead.

Reynolds helped carry the news of Abraham Lincoln's election to the Pacific Coast. Sixty-nine years ago his route was between Reno and Knights Landing, Cal., then thriving frontier towns.

Stage Attractions at Fox Opening Week



O'Brien Seen As West Pointer

An up-to-the-minute down-to-the-second romance of Annapolis and West Point. That's "Salute," featuring George O'Brien, Helen Chandler, William Janney, and many other well-known players, which comes to the Fox Theater on Christmas Day.

O'Brien plays the role of a West Point football hero, an All-American halfback, and Janney that of his younger brother, a midshipman at Annapolis. Janney realizes his love for Helen Chandler only after he appears to be about to lose her to his famous kinsman. The climax is reached in an Army-Navy football game at the Polo Grounds, New York. Unusual production value is contained in this John Ford all-talking Fox Movietone picture. Ford spent two months in the East, at the naval and military academies, filming the most important sequences. Tristram Tupper and John Stone wrote the original story.

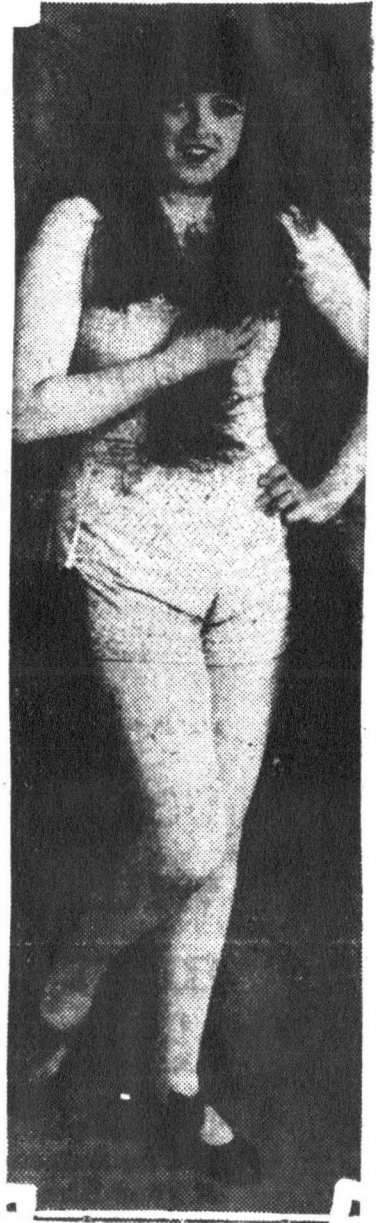
Mother Saves Girl Thrown by Horse

CHICAGO, Dec. 21.—A mother's coolness may save the life of Madeline Page-Wood, of Evanston, who suffered grave injury when thrown from a horse.

Madeline, daughter of a Chicago advertising firm official, and a freshman at the Rockmore Girls' School, was riding with her mother and brother near Glenview when her horse became frightened and she was thrown.

Mrs. Page-Wood, aided by her 10-year-old son, Gerald, Jr., placed the girl before her on her own horse and carried her two miles to a travel road. There a motorist rushed the child to the Evanston Hospital.

Dr. Harold A. Quint said the girl suffered a possible fracture of the skull.



STAGE!—Scenes from the stage presentation, "Beach Nights," which will be presented at the Fox Theater the opening week, are shown above.

GOODWIN WILL MANAGE HOUSE

The selection of Al Goodwin as resident manager of the new Fox Theater, which opens Christmas Day at Peachtree and Ponce de Leon, is a happy one, in the opinion of Atlantans, who have come in contact with him. Mr. Goodwin was formerly house manager of Loew's State Theater at Los Angeles before being promoted to his present position at the local Fox Theater.

Several years' theatrical experience, most of which have been with the Fox organization on the Pacific Coast, has equipped Mr. Goodwin with the essentials so necessary to the successful conduct of a theater of the magnitude of the local Fox Theater and that his contact with the Atlanta theater-going public will be pleasant is a foregone conclusion.

Mr. Goodwin's duties at the new Fox Theater will be many and varied. He is the "right arm" of the division manager, E. T. Newton, taking many details off his shoulders and having direct charge of the personnel of the theater.

MERRY CHRISTMAS—
Girl's Sly Signal Outwits Bandit

CHICAGO, Ill., Dec. 21.—Eighteen-year-old Margaret Nelson saved herself and her firm's money from a prospective holdup by turning actress.

Alone and without a telephone, she had watched a negro loitering outside the bakery in which she works. She suspected he was awaiting a favorable moment to come in and rob her.

Suddenly she saw the yellow police squad car of Sergeant Jack Dalton pass. She raised her hands as though she were being held up. Seeing her uplifted hands, the police rushed back. The negro tried to flee, but was captured. He was carrying a gun.

MERRY CHRISTMAS—
39 Brothers, Sisters Is Boast of Woman

NEWBERRY, S. C., Dec. 21.—Mrs. W. C. Gresham, formerly of Georgia, but who now lives near this city, where her husband is employed, has 39 brothers and sisters. She is the oldest daughter of John Joshua Beasley, of Sycamore, Ga. Mr. Beasley is the father of 40 children, ranging in years from 82 to the year-and-a-half-old baby. These children are scattered from Trenton, N. J., to Key West, Fla., and from North Carolina to California.

MERRY CHRISTMAS—
Swims to Island as Ship Is Wrecked

MULFORD HAVEN, Wales, Dec. 21.—Reported as missing from the steamer Molesey, which was wrecked with a loss of seven lives, Fireman Pola Attard was found safe on a nearby island to which he swam from the doomed vessel.

JIM CORBETT MEETS FRIEND

When James J. Corbett met Victor McLaglen on the Fox Movietone lot, his first words were, "How well you're looking," and McLaglen's answer was, "You're looking great yourself." They shook hands and renewed an acquaintanceship which began several years ago when McLaglen was a strapping young fighter and Corbett was a veteran of the ring.

"What are you doing on this lot?" McLaglen asked.

"I'm cast as Interceptor in the minstrel show of 'Happy Days,' the ex-heavyweight champion answered. "What are you acting in now?"

NEW SCENE.
"I've got a scene with Edmund Lowe in the same picture. We sing a song entitled 'Vic and Eddie.' The last time you saw me I wasn't doing much singing, was I?"

McLaglen referred to their meeting in Tacoma, Washington. Buddy Bishop, well-known fight promoter, had promoted a banquet for James Corbett. One of the attractions of the dinner was a boxing match between two young fellows. At the end of the fight, Corbett was introduced to the winner.

He was more than six feet tall, weighed more than 200 pounds, packed a fierce wallop and could take them on the chin or any other part of the body without wincing. Besides this, he was fast on his feet, quick as a panther with his hands and possessed more than an ordinary amount of science.

SHOOK HANDS.
Corbett shook the winner's hand and predicted that some day he would become champion of the world—his prediction came true, but McLaglen's championship was in "The Cock-Eyed World."

"How do you keep so fit?" McLaglen asked Corbett as they walked toward the set where both were working.

"I drink a gallon of water every 24 hours; stay away from starches and sweets; get plenty of sleep, and adhere to about a dozen other sensible rules," Corbett replied. "How do you keep fit?"

He was answered when McLaglen took him to the gymnasium in his home. Corbett saw a reducing apparatus, a machine for massaging the head, a contraption resembling a cannon which McLaglen called a "gun" for vibrating his system, and other strange-looking paraphernalia for various uses.

EVERY DAY.
"I come in here every day," McLaglen told him. "My brother Arthur wrestles with me; sometimes I wrestle and box with my training partner at home here while you're in Hollywood," he offered.

Cowboy Cop Taught O'Brien How to Ride

George O'Brien learned to rope and ride from George Merchant, a cowboy policeman who was a member of the San Francisco police force when George's father, Daniel O'Brien, was chief of police in the Golden Gate City.

George practiced until he mastered the art and could ride and rope with the best of the mounted members of the force. Later, when he became a motion picture actor, he found himself well equipped for his initial starring part in "The Iron Horse."

Again in "3 Bad Men," O'Brien was at home on a horse and swinging a lariat and now, once more, in the leading role of "Lone Star Ranger," Zane Gray's first all-talking picture, directed by A. F. Erickson for Fox Movietone, he is in his element.

O'Brien rides his own horses in this romantic epic of the Southwest.

but the ornate silver-trimmed saddle and other fancy trappings were provided by the studio.

MERRY CHRISTMAS—
Three German Air Spies Get 14 Years

LEIPZIG, Germany, Dec. 21.—Three persons were sentenced to a total of 14 years' imprisonment in a sensational aviation espionage trial. The trial was held in secret because of the technical and military importance of the testimony. The evidence showed the accused carried on a widespread espionage service on German aviation for the benefit of an unnamed foreign power.

MERRY CHRISTMAS—
Woman Shoots Self As Mate 'Tunes In'

OAKLAND, Cal., Dec. 21.—Mrs. Dorothy Souza, 29, suffering from a self-inflicted gunshot wound, is still in a serious condition at Highland Hospital.

She shot herself while her husband was listening to the radio in their home.

Wrigley ENGRAVING CO.

One of the Cogs in the Production of

FOX

Publicity Illustrations and Posters

Welcomes FOX

and his organization to ATLANTA

Do we co-operate? Ask Mr. Briggs Pekar, publicity director for the Fox Theatre

Congratulations to the Fox Theatre Corporation from the Interstate Decorating Company

Congratulations to Atlanta, as well, on the opening of the South's finest theater. Modern, beautiful, convenient... the new Fox Theater becomes a factor in the civic life of Atlanta. Entire decoration of the theater and shrine rooms was detailed and executed by the Interstate Decorating Company of Rockford, Illinois...and that company extends its heartiest congratulations and best wishes for the success of the new theater.

Interstate Decorating Co.
Rockford, Ill.

Chicago Offices: 1458 S. Wabash Ave.

WELCOME to the FOX THEATRE

The Atlanta Biltmore Hotel

"Atlanta's Host for Every Occasion"

GOSSIPING BANNED AT BAND CONCERTS

EVANSVILLE, Ind., Dec. 22.—Gossiping among women during band concerts here will have to stop, according to Police Chief Suthemier. He will place several officers among the crowds when the next concert is held with orders to stop "all gossiping."

MERRY CHRISTMAS—
Stray Mule Routes Bull From Stall

RALEIGH, N. C., Dec. 21.—A stray mule, aged and showing signs of having seen better days, attracted no attention while roaming on and near the Mashburn-Robbins airport, but the animal struck fear among the farmers when it invaded the stall of a 1,899-pound bull on the Wright Dairy Farm, drove the bull from his home, ate up all of his supper, and then made him stay all night in the rain while the mule slept on a soft bed of straw. The big bull defied all corners and none dared enter his stall lane, but the mule now looms as his conqueror. The mule is also respected as a dangerous animal.

Mighty Organ Will Thrill Patrons on Opening Day

IRIS WILKINS HAS MASTER ORGAN TO PLAY

One of Most Complete Instruments in Country Is Installed in Theater.

By RUTH HINMAN CARTER.

Tolling songbirds, steamboat whistles, auto horns or fire gongs, grand marches, Beethoven, church anthems or soft love themes—it matters not to Iris Wilkins, feature organist of the new Fox Theater, what demands the picture makes on her, for besides being an accomplished musician, she has at her command one of the largest and finest theatrical organs in this country.

Built by Moller, of Hagerstown, Md., one of the leading companies of the world, it has not only all of the usual—and unusual—theater organ stops, but also an ethereal organ and diapasons, which as a rule are found only in church instruments. These were put in at the suggestion of Dr. Charles Sheldon, Atlanta's city organist, and will be used especially for the Shrine ceremonies.

So far as I know, this combination has never been made before. There are 42 sets of pipes to the instrument, built into five chambers, that are available to every keyboard, another distinctive feature. And did you ever wonder why all of the stops at a theater organ console are colored? To enable the player to distinguish them easily in the dark! The traps are all a bright green, the strings yellow, and the reeds a real Christmas red.

In addition to this convenience, a dial telephone is located at one side of the console, so the player can communicate with any part of the theater, a set of signal lights connects her with various other performers, and electric push buttons enable her to move the platform up and down at will.

The orchestra pit is also on a movable platform—a separate one—so when Enrico Leide, distinguished leader of the 36-piece Fox Theater Orchestra, is ready to play his overture that will feature every performance, the dais will be raised. The orchestra is busy rehearsing these days, for the players have returned to Atlanta from all parts of the country to play under Mr. Leide. A fanfare for brasses, composed by the conductor, will raise the curtain Christmas Day, to be followed by Elgar's "Pomp and Circumstance," arranged by Mr. Leide for chorus there will be 21 picked voices.

Fox Sends Greetings To Atlanta Patrons

It has been our aim to make the new Fox Theater something to stir the pride of Atlantans.

It is to be something more than an addition to the already architectural beauty of the city. It is to be a contribution to its community life.

This theater will represent an ideal of entertainment. It will set a new standard and will take its place as one of the finest theaters in America.

Our hope is that it will do much to help maintain the fine traditions of the South and contribute to the splendid progress that has made Atlanta the metropolis of Georgia.

WILLIAM FOX.

DON WILKINS WAS KNOWN IN WEST

Don Wilkins, master of ceremonies at the new Fox Theater, which opens for its premiere show on Christmas Day, may be unknown to Atlanta theatergoers, but he certainly warmed the hearts of San Francisco audiences in days gone by. Witness this critique of him by the S. F. correspondent of Variety, the theatrical newspaper, when he first assumed the role of master of ceremonies at the Grand Theater in the city by the Golden Gate.

"Don Wilkins got right down to the business of conducting melody. The numbers were light and modern and several distinctly blue jazz. Don got away to an unusually hearty reception. Prior to being elevated to leader, he was a member of the orchestra and frequently made his bow as a soloist. The audience seemed genuinely glad that he was placed in charge."

"Wilkins has a pleasing personality and without doubt knows his business. He acted as master of ceremonies in introducing the various performers, keeping up a breezy chatter that was neither intrusive nor unpleasant. Rather it served to blend the offering of one artist with that of another."

And then this tribute to a matchless leader by the San Francisco Post on the same occasion: "Don Wilkins, the new master of ceremonies at the Granada, doesn't do calisthenics; he doesn't work himself up into a frenzy; he doesn't look, at the end of his act, as though he had been indulging in a Turkish bath with all his clothes on. He is the most nearly dignified leader the Granada has had in a long time—and he gets a tremendous hand."

In the same review was this concerning Iris Wilkins, organ console artist at the new Fox and consort of the gracious Don: "If you find your emotions are rather sluggish, Iris Wilkins' organ accompaniment will sweep you off your feet."

PROJECTION ROOM BEST IN COUNTRY

"If you are going to spend a half million dollars for a picture, you should have proper equipment for projection on the screen." That was the idea with which J. J. Kelly, supervisor of projection for Fox Theater, had in mind when he finished up the projection room of the new Fox Theater at Ponce de Leon Avenue and Peachtree Street, which is to open its doors shortly after noon Christmas Day.

"This new theater has projection equipment which is superior to any I have ever seen in any theater," Mr. Kelly, who has visited nearly all the big playhouses in the country, declared upon inspection of the projection room. "With the machines installed, the theater is prepared to take care of any type of picture now being made, or which will be produced within the near future."

In the projection room, which is at the rear of the theater at the topmost position, are three projection machines of the very latest type and spotlights inferior to none in the country. The machines are the Super Simplex make and represent the latest developments in projection.

"Anything which is on the film will be projected on the screen by these machines," Mr. Kelly said.

The projection room was equipped at an approximate cost of \$75,000, according to the expert.

In the room every precaution for the protection of the operators has been taken. The machines are water-cooled, and all gases arising from the machines are taken out by means of flexible tubes attached to each machine.

Six operators, each of wide experience, are to be employed at the theater, working in two shifts.

ENSEMBLE READY FOR OPENING DAY

With a full chorus present, night rehearsals of the singing ensemble of the Fox Theater are being held in the rehearsal rooms of the theater under the direction of Enrico Leide, leader of the Fox Grand Orchestra.

Mr. Leide expressed himself as being highly pleased with the verve and spirit with which everyone entered into the singing of "This Shrine of Beauty," the choral arrangement for the opening week. This beautiful overture was adapted from Edward Elgar's "Pomp and Circumstance" by Mr. Leide. Regular rehearsals will be held every night, and if the progress made is any indication of the quality of music that this chorus will furnish on and after the opening day.

Bob McHale Trains Ushers For Work at Fox Theater

"Good-Looking" Bob McHale, personal house William Fox has opened during the past two years—and how well he trains the uniformed attendants under him is attested by the fact that Fox Theaters everywhere are noted for the quiet efficiency and courteous attention they accord all patrons.

McHale has been in Atlanta for about three weeks on this job and will remain here for another week or two before returning to the Pacific Coast.

Watch the pennies—the dollars will take care of themselves. Want ads save money—use them and read them. The people that want what you have are the people you want to sell. A want ad will do the job.

FOX THEATER HAS PLACES TO PARK

Patrons of the new Fox Theater at Peachtree and Ponce de Leon who come by automobile will find ample parking space available at all times on the two parking lots adjoining the building.

On the Ponce de Leon side one parking lot has been in service for several weeks, while on the Peachtree side a large two-story frame house is being razed and the lot on which it stands is 100 feet wide and 300 feet deep. The lot will be cut down to the street level and when the 30,000 square feet it contains is added to the larger lot on Ponce de Leon there will be parking space available for more than 1,500 automobiles.

Mighty Organ In New Theater

The mighty Moller organ, which will be heard for the first time on the opening of the new Fox Theater at Ponce de Leon Avenue and Peachtree Street is one of the finest musical instruments of this kind in any theater.

It was placed in the theater at an approximate cost of \$75,000 and will be featured in the program at each performance. Iris Wilkins, wife of Don Wilkins, master of ceremonies, is the organist.

REMEMBER 8:30 TONIGHT. That's Want Ad closing time at The Georgian-American for the big Sunday issue. Phone now—WA 2500, call for Laura O'Day, Want Ad Supervisor—she'll help you word your ad and "Charge It," too.

ELECTRICITY

---the star performer of every modern theatre

OUR part in preparing the beautiful new FOX Theatre for your pleasure on Christmas Day has been one of the utmost importance. In this modern age, electricity not only issues the invitation, provides an artistic and beautiful setting, but ACTUALLY PRODUCES THE SHOW! The wiring and lighting of a modern palace of entertainment such as the Fox is a highly technical and responsible assignment . . . but such a job as our engineers are constantly called upon to perform. We congratulate the management as well as the people of Atlanta upon this gala opening.

Complete Electrical Installation
Complete Stage Lighting
Beautiful Spots and Effects
Erection of the Dazzling Outdoor Sign
Dependable Wiring
Prompt, Efficient Service

J. LIVINGSTON & CO.

Electrical Contractors

Boston — New York — Detroit — Chicago

CARPETS DRAPERIES LINOLEUM and RUGS

for the new



Direction-FOX WEST COAST THEATRES

One of the things that will immediately challenge your admiration the moment you enter the FOX THEATRE will be the richly beautiful and harmonious draperies, carpets, rugs, seat covers, etc. These were all planned with an eye single to the ultimate harmony and beauty of the entire theatre.

This theatre is one more on a long list of finest buildings furnished and installed by the

GREATER NEW YORK EXPORT HOUSE, INC.

820-828 EIGHTH AVE.

NEW YORK

Will Rogers' First Talkie Booked for Second Week

HUMORIST'S FIRST TALKIE FILM BOOKED

"They Had to See Paris" Is Featured on Screen Second Week.

Will Rogers, the same old rope-twirling, gum-chewing Will who has made presidents and kings and common ordinary men chuckle with glee for years at his wit, and who is credited with having made Calvin Coolidge laugh right out loud, is the famous personality whose homely philosophy and ruffled countenance will star in the second week production at the Fox Theater.

Will has made a "talkie." Because he has been talking for years, he stepped boldly into the sound studios, cocked a quizzical eye at the microphones and spoke without fear and without favor into the little tin cans mounted on the sticks. After the cameras had ground out the story of Will's first talkie adventure, the resulting picture, titled as "They Had to See Paris," was shown in the studio preview rooms and Hollywood sat up and took notice. Another surprise hit had come out of the machine, and Will Rogers was definitely established as one of the country's greatest "talkie" stars.

"They Had to See Paris" is a William Fox Movietone all-talking comedy drama. It concerns the adventures of poor old Pike Peters, contented Oklahoma garage owner who finds himself sinfully rich when an oil well spouts a stream of gold into his lap. Pike doesn't object to the cash nearly as much as he objects to Mrs. Peters' social ambitions. Nothing will do but that he take his family—wife, daughter and son—to Yucup, Paris must be seen. A real French title must be managed for the daughter. The Peters horizon must be widened, and so Pike gives in.

What happens abroad is plenty. It requires a very scanty imagination to conjure up a faint picture of Pike's dilemma; and the story moves with a speed and a laughable tempo which is well calculated to keep any beholder in paroxysms of glee.

Irene Rice and Marjorie Churchill appear as Mrs. Peters and her daughter and Fifi Dorsey, Pike's son, to the marrow, pops into the picture as a gay little Parisienne who gives Pike something to think about while he's trying to forget the garage business.

Will Rogers' First Talkie Is Booked by Fox



'Cockeyed World' Coming Is Snappy Film Number

Salty dialogue and broad realism proved such popular adjuncts to Victor McLaglen's rough-and-ready comedy talent in "The Cockeyed World." Going on the theory that nobody might be expected to have a more picturesque vocabulary than a seafaring man, Walsh made McLaglen the first mate of a windjammer and proceeded to put dialogue into his mouth that from all reports sets some new laugh records.

McLaglen is the holder of a Calcutta Sweepstakes ticket which, unknown to him, becomes worth a million dollars when the race is over. Vic mistakes an official who comes to pay him his winnings for a police officer and flees over his head. It is on one of these running heels that begins the go-go houseboats that Vic finds Fifi Dorsey through many hilarious episodes.

Both films will come to the new theater within the next few weeks.

MERRY CHRISTMAS—U. S. Consul Seals Forged in Harbin

PEPPING, Dec. 21.—American consular officials in Manchuria have been presented with a new puzzle to solve—What use was being made of two American consular seals which the Chinese police claim to have found in their raid upon the Soviet consulate-general in Harbin?

These seals have been examined and are found to be exact duplicates of American seals, such as are used on all American official correspondence.

Two possible solutions of the puzzle are suggested. The first is that American correspondence may have been opened with these forged seals. The second is that officials may have forged documents to which they affixed the American seals, in order to deceive Chinese or other interested persons.

MERRY CHRISTMAS—Husband Proves A Lively Corpse

BRESCIA, Italy, Dec. 21.—Having recognized the body of her husband, killed in an automobile accident, and having buried and mourned him for three days, Signora Roverbella, of Desanzano, had the surprise of her life when she saw the supposed corpse walk into the house alive and well.

After the automobile accident, whereby the body of the victim was much mutilated by being crushed under the wheels, Signora Roverbella "recognized" the corpse of her husband, who she supposed had been taking a walking tour at the time.

MERRY CHRISTMAS—China Opens War On Opium Traffic

SHANGHAI, Dec. 21.—Immediate action to suppress the opium traffic in China has been ordered by the State Council at Nanking.

The executive department of the government has been ordered to prepare measures for internal control of the traffic and also to request foreign nations to restrain their nationals from sending narcotics into China. Japan and Great Britain are to be requested to suppress the traffic in Formosa, Hongkong and Dalien.

actor, who was the originator of many of the comedy scenes in "The Cockeyed World." Going on the theory that nobody might be expected to have a more picturesque vocabulary than a seafaring man, Walsh made McLaglen the first mate of a windjammer and proceeded to put dialogue into his mouth that from all reports sets some new laugh records.

McLaglen is the holder of a Calcutta Sweepstakes ticket which, unknown to him, becomes worth a million dollars when the race is over. Vic mistakes an official who comes to pay him his winnings for a police officer and flees over his head. It is on one of these running heels that begins the go-go houseboats that Vic finds Fifi Dorsey through many hilarious episodes.

Both films will come to the new theater within the next few weeks.

MERRY CHRISTMAS—U. S. Consul Seals Forged in Harbin

PEPPING, Dec. 21.—American consular officials in Manchuria have been presented with a new puzzle to solve—What use was being made of two American consular seals which the Chinese police claim to have found in their raid upon the Soviet consulate-general in Harbin?

These seals have been examined and are found to be exact duplicates of American seals, such as are used on all American official correspondence.

Two possible solutions of the puzzle are suggested. The first is that American correspondence may have been opened with these forged seals. The second is that officials may have forged documents to which they affixed the American seals, in order to deceive Chinese or other interested persons.

MERRY CHRISTMAS—Husband Proves A Lively Corpse

BRESCIA, Italy, Dec. 21.—Having recognized the body of her husband, killed in an automobile accident, and having buried and mourned him for three days, Signora Roverbella, of Desanzano, had the surprise of her life when she saw the supposed corpse walk into the house alive and well.

After the automobile accident, whereby the body of the victim was much mutilated by being crushed under the wheels, Signora Roverbella "recognized" the corpse of her husband, who she supposed had been taking a walking tour at the time.

MERRY CHRISTMAS—China Opens War On Opium Traffic

SHANGHAI, Dec. 21.—Immediate action to suppress the opium traffic in China has been ordered by the State Council at Nanking.

The executive department of the government has been ordered to prepare measures for internal control of the traffic and also to request foreign nations to restrain their nationals from sending narcotics into China. Japan and Great Britain are to be requested to suppress the traffic in Formosa, Hongkong and Dalien.

NEW!—In the pictures above is shown the inimitable Will Rogers in scenes from "They Had to See Paris," his first talking picture, which is to be the screen attraction the second week at the New Fox Theater at Ponce de Leon Avenue and Peachtree Street. The theater will open its doors on Christmas Day.

HOLLYWOOD'S MYSTERY GIRL

Hollywood, a city made up of unusual personalities gathered from all parts of the world, has a new mystery girl.

She is Mona Maris. The cinema capital dearly loves mystery and when some outstanding actress or actor fails to conform to the conventional routine observed by most of their fellows, he or she speedily becomes a "mystery" person.

Mona Maris, who has the leading feminine role in "One Mad Kiss," a Fox Movietone musical romance, starring Don Jose Mojica, is a non-conformist and thus she has acquired the mystery label.

She never goes to openings or flashy restaurants and hotels favored by the bulk of the film colony and avoids elaborate social functions. Hollywood, as a whole, can't understand a person who doesn't play the game in the familiar way, and as if she had clothed Miss Maris in a cloak of mystery.

"There's nothing mysterious about me at all," she says. "I simply do not enjoy elaborate functions and great public displays, so why should I indulge in them?"

Miss Maris' idea of a good time is to sit before her open fireplace with a good book, or with a friend or two and talk. She does go to restaurants, occasionally, but they are always inconspicuous places, where she enjoys sitting in a corner and watching other people.

"Hollywood is more or less a mystery to me," Miss Maris added, with a smile. "I can't understand how people can work all day and play all night."

MERRY CHRISTMAS—Omaha Newsboy Is Clown in Circus

OMAHA, Neb., Dec. 21.—Ten years ago, a dark-eyed, bristly youngster, Arthur Lind, Jr., shouted Omaha from the corner of Fifth and Twenty-Fourth Streets and off duty entertained his friends with acrobatics and grimaces.

The other night, Arthur returned to Omaha to entertain thousands with those same stunts. Lind now is a star clown with Tom Mix and the Sells Floto Circus troupe. This winter he will return to Omaha to be featured with dance bands here.

SABATINI'S FATHER TAUGHT M'CORMACK

John McCormack, long acclaimed the world's greatest tenor, now starring in a Fox Movietone production, is an omnivorous reader of novels and his favorite is Rafael Sabatini.

There is a bit of sentiment attached to his selecting Sabatini as his favorite novelist. Though it is not generally known, McCormack's operatic training was received in Italy under the tutelage of Maestro Sabatini, father of the eminent novelist.

In McCormack's talking and singing film, the voice that has thrilled the world will be heard from the screen in 10 varied selections and his repertoire will embrace his most popular numbers.

MERRY CHRISTMAS—Studios Felons To Get 'Silence'

SAN QUENTIN, Dec. 21.—Two precious hours of evening silence have been assured for studios convicts housed in the new prison cell building.

Warden James R. Holohan issued the silence order, to become effective from 7 o'clock evenings until lights flash out at 9.

This action was taken when a group of prisoners craving quiet for constructive reading and thinking protested at the racket of musical instruments, songs and clacking typewriters.

Prisoners, however, will be allowed to "whoop it up" from "lockup" time at 5 o'clock until 7.

MERRY CHRISTMAS—Justice Breaks All Speed Marks

GREENWOOD, Miss., Dec. 21.—Mayor John Ashcraft claims the unusual record of sitting as judge in police court on 2,222 cases in the two years he has been mayor of Greenwood.

There are no jail waits, as the mayor-judge hears the case immediately after the arrest and pronounces sentence.

Most cases have been disposed of within an hour after the arrest, he claims.

MERRY CHRISTMAS—ANCIENT ENTER FOUND

MILTON, Berkshire, England, Dec. 21.—A fossilized antler, estimated to be 40,000 years old, has been found near here.

FOX STARTS 15 NEW FILMS

HOLLYWOOD, Cal., Dec. 21.—It is a rare circumstance to find a high executive of a film company asking a correction of a statement made by himself and more rare to find that the corrected statement is due to the fact that a prior statement minimized a volume of production.

One week ago, Sol M. Wurtzel, general superintendent of Fox Films, issued a statement regarding 12 productions which were due to start within a period of 15 days at the Fox Studios in Hollywood and at Fox Movietone City in Westwood.

As a matter of truth, the number of productions should have read fifteen.

Briefly analyzed the productions are:

"Those High Society Blues," directed by David Butler and based on a magazine story by Dana Burdett. At Rockett officials as associate producer on this picture, with Howard Green credited with dialogue and scenario, and a notable production in that it brings together again as featured players the adorable screen sweethearts, Janet Gaynor and Charles Farrell.

FROM BEST SELLER.

"Louie Beretti," from the dramatic novel by Donald Henderson Clark, currently a best seller, will be directed by John Ford, winner of the 1929 Photoplay medal for his production of "Four Sons." Paul Muni, universally acclaimed the foremost character actor of stage or screen, will play the title role, the story of a youth caught in the machinery of New York's half world. Written by a former New York newspaper man, the preparation of the story has been entrusted to Dudley Nichols, former ace New York reporter and a third Times Square ex-notable, James K. McGuinness is the associate producer in charge of production.

"If I Was Alone With You" will be the first directorial assignment of Sidney Lanfield, young co-author of the story and dialogue of "Happy Days," recently completed super-production, which promises to be nothing short of a sensation.

This is a Richard Connell story, recently published in Collier's, and Maude Fulton is making the adaptation.

Al Rockett is associate producer.

GOLDEN CALL.

"The Golden Call" is in production directed by Millard Webb and based on a Liberty Magazine story by Aaron Davis.

Harold Atteridge, for many years associated with leading Broadway musicals as librettist, lyricist and composer, has done a masterful job on this picture. Atteridge is one of the few musical comedy writers listed in "Who's Who in America," which is evidence of his fame and prestige. Ned Marin is the associate producer in charge and the featured players are Jack Mulhall, Marjorie White, who proved a sensation in "Sunny Side Up," El Brendel, the screen's most talented comedian, Frank Albertson and Richard Keene.

"Temple Tower," based on a story by H. C. ("Sapper") McNeile, who created the character of "Bulldog Drummond," will be directed by Donald Gallaher. Llewellyn Hughes, the author of the story from which "The Sky Hawk" was made, has written the scenario and dialogue, and Kenneth MacKenzie will play the role of "Bulldog Drummond." Marguerite Churchill, Henry B. Walthall, Peter Gawthorne, Cyril Chadwick and Ivan Linow are listed in the cast.

McLAGLEN STARRING.

"On the Level," based on an original story by George H. Brooks, author of the stage play, "Spread Eagle" and other successes, will be directed by Irving Cummings and will feature Victor McLaglen, who usually has a "buck" in his screen productions and in a 3-in-1 stance it will be none other than Lee Tracy, who was a sensation in the stage productions of "Broadway" and "The Front Page." This story has an amusement pier as its background. Currently, McLaglen is making the country roar in Raoul Walsh's production, "Hot for Paris," Billy K. Wells of "The Cockeyed World" fame, has written the dialogue for "On the Level."

"The Fatal Wedding," one of the most successful stage plays of all time, will go into production at once, directed by William K. Howard. Andrew J. Bonington and Charles J. McGuirk are writing a unique treatment of this Theodore Kremer success.

Charles Sprague, former scenario editor of Fox Films and more lately associate producer, will make his debut as a director on "Solid Gold Article," a Richard Connell magazine story with its central figures a department store girl and a wealthy admirer.

Will Rogers' new starring picture, based on a story by Edwin Burke, is ready for production, and every sign points to the famous philosopher and wit eclipsing his success in "They Had to See Paris." Benjamin Stollhoff, who has just completed direction of what is expected to be the talking-picture sensation of all time, "Happy Days," will direct Rogers.

NEW BIG ONE.

Other productions being readied for early production are "Playmates," which will be directed by Alfred Santell; "The Dollar Princess," directed by Alexander Korda, who will have the valuable assistance in the stage direction of George Grossmith, famous British star; "The Girl Who Wasn't Wanted," which A. F. Erickson will direct, with George O'Brien featured; "Yore Grow the Danies," based on the novel by Walter Lipman and directed by Alfred Werker, and "A Vary Practical Joke," from the story by Ben Ames Williams and directed by Berthold Viertel of "Seven Faces" fame.

In production at the moment are the John McCormack starring all-talking and all-singing picture by Frank Borzage in which the world's greatest tenor will sing at least 10 numbers; "Such Men Are Dangerous," based on an Elinor Glyn story and co-starring Warner Baxter and Catherine Dale Owen, with Kenneth Hawks directing, and "The Big Party," a John G. Blystone production.

Fox Theater Installs New Phone Switch Board

Fox Theater patrons, who desire to know the starting time of the current feature attractions, price of admission or what have you won't give any trouble or experience any delays in getting said information.

The Fox Theater can be reached by calling Jackson 3141, 3142 and 3143 from 8 a. m. till midnight each day. The installation of a special switchboard with branch lines going to all departments will enable patrons or people having business with department heads to establish connection without delay.

Why Is It ?

another step forward by the

BLACK & WHITE CAB CO.

Is an agreement with FOX THEATRE to transfer all Theatrical Scenery and Officially serve their patrons? Safety and Responsibility, of course.

BLACK & WHITE CAB CO.

WALnut 0200

A. L. Belle Isle, Pres.

Yaarab Temple Greetings

FOX THEATRE Welcome

IMPORTER Weinbergers GOWNS

"Shop Individual"

"Across From the Theatre"

Congratulations

To all those who envisioned and saw through to completion the beautiful new . . .

FOX

This splendid playhouse is at once a credit to Atlanta and to the entire Southland.

A FRIEND

GERSHON PRINTING CO.

Extends Heartiest Congratulations to the

FOX THEATRE

"Printers and Bookbinders"

Theatrical Printing a Specialty

116 Mitchell St., S. W. WAL. 8772

POSTERS

of the better kind. In both type and special illustrated designs. Ours is the only poster printing plant in Atlanta, or the South, having its own artists and engraving its own blocks together with printing under one roof.

All Fox Theatre Posters Engraved and Printed in Our Plant

CONGER PRINTING CO.

JA. 3131 146 Marietta Street